Brand guidelines

JULY 2019

MBO partners®

MBO Partners is leading the next way of working. You play an instrumental role.

Our brand is delivered in everything we say and do. To help establish the MBO Partners brand, and reinforce it, it's important that we deliver with consistency. These guidelines will help you do that.

From the written word to our unique look and feel, this document provides guidance to help you apply the MBO brand in your communications and marketing campaigns.

WHAT YOU WILL FIND IN THIS DOCUMENT:

OUR FOUNDATION AND TOUCHSTONE:
The brand strategy platform

A GUIDE TO WRITTEN COMMUNICATIONS:
Verbal guidelines and messaging examples

A GUIDE TO APPLYING OUR LOOK AND FEEL:
Visual identity guidelines and sample communications

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Need help interpreting anything within this document?
Contact McLean Robbins at mrobbins@mbopartners.com.

The brand strategy platform

The MBO brand serves as a guidepost for how we want to be seen and how we want to communicate and interact with our clients, prospects, and the marketplace in general.

While there is a single MBO Partners organization, we have three complementary components of our brand: the MBO masterbrand, talent brand, and enterprise brand. Each provides a unique platform for communications, depending on the audience.

Our brand strategy clearly defines the relationship between these components, making sure they all work together as "One MBO." It also gives us a way to speak about our entire business, our product offering and our deep expertise, as well as the research, thought leadership, and advocacy that supports all we do — in a way that makes sense for each of our audiences.
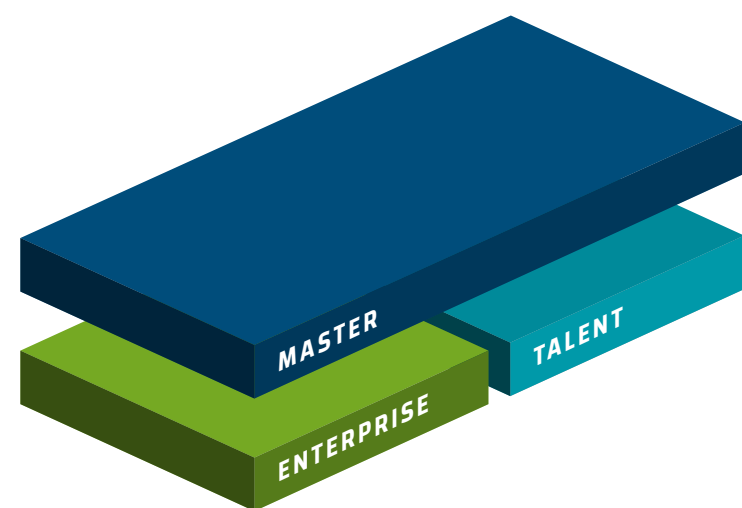
MASTERBRAND

AUDIENCE: General audiences, those who require an introduction to MBO, or those who cover both enterprise and talent brands

ROLE OF THE MASTERBRAND: To set the stage for all other communications by providing grounding on the vision and ambitions of the MBO Partners brand overall; establishes credibility for enterprise and talent brand messaging

ENTERPRISE BRAND

AUDIENCE: Enterprise organizations

ROLE OF THE ENTERPRISE BRAND: To position MBO to enterprise organizations, helping to communicate who we are, how we are different, and why that matters to organizations who value independent professionals for their business

TALENT BRAND

AUDIENCE: Independent professionals

ROLE OF THE TALENT BRAND: To position MBO to independent professionals, helping to communicate who we are, how we are different, and the value we provide to ambitious independents

In the following pages, you'll find a brand strategy platform for each component of the MBO brand. Each of the platforms include:

- A key strategic insight
- An overview of the positioning strategy
- A positioning statement: The distinctive "market space" you want to occupy via your leadership role and relevance

- Brand pillars: Core differentiating messages that support the positioning and form the foundation for messaging

NOTE: It's important to remember that our brand platform is internal facing and is intended to be evocative rather than language that should be used directly.

The following section includes ready-to-use messages that can be used as inspiration and "lift and shift" language that can be used in communications and marketing materials.

Masterbrand platform

MASTER

ENTERPRISE

TALENT
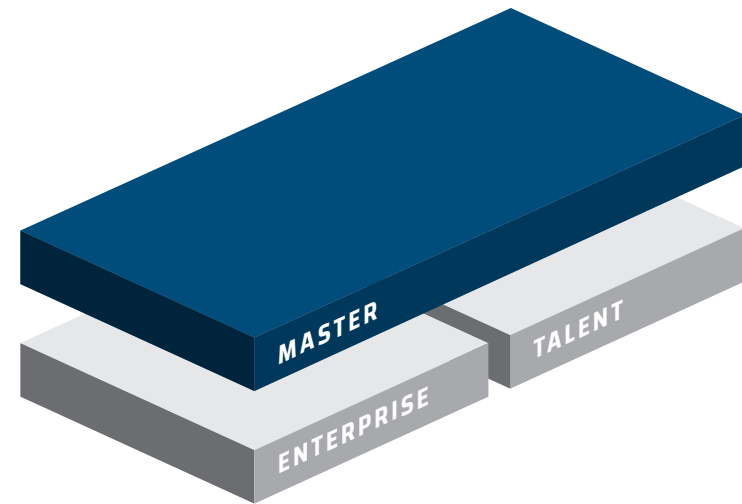
STRATEGY

Position MBO Partners as the driver of the next way of working.

How is this different from the future of work? The future of work is a phrase that has been largely used to define many of the dynamics we are experiencing today, including the rise of the independent economy. But this is no longer the future; it is our current reality. We see the next way of working as an active, ever-changing destination. It is something that MBO is committed to defining and advancing, as we have done for the last 20 years.

INSIGHT

The independent economy is not the wave of the future. It is here. And it continues to grow in importance as more top talent are choosing to work independently and more leading enterprises are making independent professionals a core part of their talent strategy.

Helping independent professionals and enterprises to work together requires special expertise. It takes a keen understanding of the evolving rules and regulations that govern this unique relationship — and deep knowledge of the needs of both independents and enterprises. MBO brings this and more. Our focus goes beyond enabling independents and enterprise to work together today, but looking ahead to tomorrow, understanding what is coming, and making sure they are prepared for whatever the future will bring.

POSITIONING STATEMENT

At MBO, we have built our business — and those of our clients — with an unrelenting eye forward. We believe that not only can we play a role in changing how work is done, but we can be a beacon for that change.

MBO Partners was created to shape the way independent professionals and enterprise organizations work together. To earn their trust every day. To mold the future of business, where independent talent is a cornerstone of the enterprise talent mix.

To do this, we operate on the forefront of the independent workforce economy. And we keep you on the forefront of the next way of working.

THIS IS THE NEXT WAY OF WORKING.
WE ARE MBO PARTNERS.

BRAND PILLARS

MBO Partners propels the next way of working by:

LEADING THE CHARGE
We are committed to uncovering and progressing new ideas and solutions that challenge workforce norms to keep the independent economy moving forward.

ADVANCING THE INTERESTS OF ALL
Through our unique dedication to both sides of the independent workforce economy, we create a bridge between independent professionals and enterprise organizations that enables each to work better.

DRIVING CHANGE ON THE GROUND
Our innovative solutions are informed by the real needs of the enterprise organizations and independent professionals we support — and optimized to fuel their growth and success.

Enterprise brand platform

MASTER
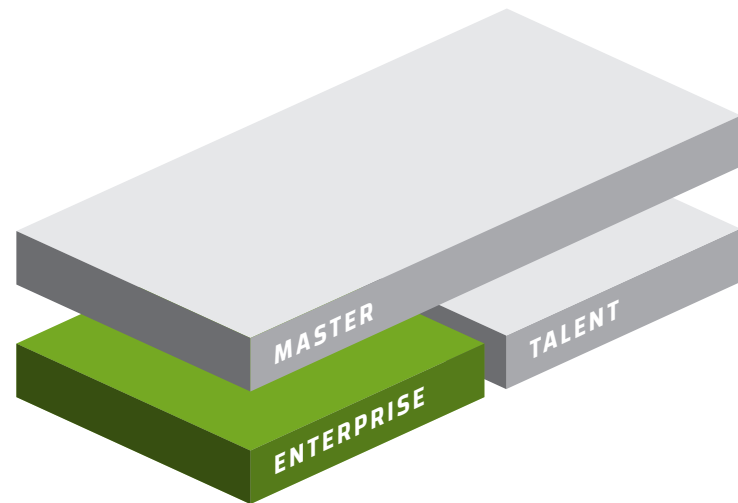
TALENT

ENTERPRISE

Position MBO as the partner who understands — and is uniquely able to serve — enterprises who value top independent professionals.

INSIGHT

Independent talent play an increasingly important part in leading enterprises' talent and business strategies. The number of well-regarded brands that recognize the value of highly-skilled independents is only growing. As a result, sought-after independent professionals are more and more selective about those with whom they choose to work.

Top organizations know that it isn't enough to create strategies for leveraging independent professionals. They must be exceptionally desirable to them as well. MBO alone has the knowledge, experience, and solutions to create and maintain this draw. We help enterprises to attract, build relationships with, and re-engage the best independent professionals.

POSITIONING STATEMENT

We know that highly-skilled, highly-sought after independent professionals are critical to your meeting business goals. Strong relationships with these top-caliber independents pay dividends to your business.

That is why MBO is committed to making you the first choice among independent professionals who have the most choice. We put them at the center of our business, giving them the support and advantages they need to perform at their peak. And we give you the enterprise-grade tools, guidance, and strategies you need to work with them and experience exceptional results.

Our unwavering dedication to the needs of premier independent talent, and the organizations who value them, means you can build the relationships that accelerate your business success.

MBO PARTNERS. MAKING YOU FIRST CHOICE FOR TOP INDEPENDENT PROFESSIONALS.

BRAND PILLARS

MBO helps enterprises become the first choice for top independent professionals by:

DELIVERING UNMATCHED EXPERTISE

MBO Partners has the deepest research, insights, and expertise focused specifically on top-tier independent professionals. We draw on this to create and execute independent talent programs that fuel your business strategy.

DESIGNING PREMIER INDEPENDENT PROFESSIONAL EXPERIENCES

MBO Partners focuses on highly-skilled, in-demand independent professionals. We create a working experience that is designed around their unique needs, so you can seamlessly attract, engage, and re-engage this valuable workforce to advance your goals.

DEEPENING CAPABILITIES TO SCALE AND GROW

MBO Partners delivers the only independent professional solution that is purpose-built for enterprise needs. Our end-to-end capabilities are designed to grow with you. We support you at every step, from acquisition and management to compliance and program optimization.

Talent brand platform
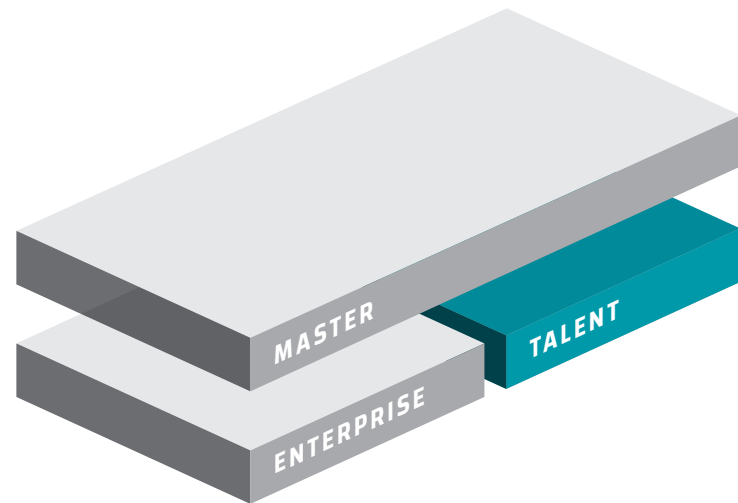
STRATEGY

Position MBO Partners
as the ambitious independent's
competitive advantage.

INSIGHT

At every stage of their careers, ambitious entrepreneurs want to win at work. They want to choose their own path and seize every advantage they can get. But as more people enter the independent workforce, the competition is intensifying and those advantages are becoming increasingly important.

Independents want to grow stronger and faster than their peers, have their pick of plum projects, and get a leg up on opportunities with the best companies. MBO Partners provides the edge ambitious independents need to outpace those around them so they can always be moving ahead towards their dream of having it all.

POSITIONING STATEMENT

Independents are not satisfied with simply getting by. Traditional employment is not enough to feed their inner drive. Whether they are just starting their independent journey or are seasoned independents, the best, most sought-after talent are ambitious on all fronts. They want to live a life of their choosing, build a strong business, deliver excellent work, and partner with leading enterprises. To do this, they have to outshine the pack, particularly as the independent workforce grows and their competition gets steeper. MBO Partners gives independent talent the competitive advantage they need to get ahead and stay ahead.

With a dedicated focus on the independent workforce economy, MBO excels at helping independents thrive. That's why the most successful independents say: **"I HAVE MBO."**

BRAND PILLARS

MBO gives ambitious independent professionals a competitive edge by helping them:

CUT THROUGH COMPLEXITY

MBO's powerhouse relationships with top-tier enterprises, policy makers, and a community of over 60,000 independent professionals come together to provide unparalleled institutional knowledge of the independent workforce. This insight enables us to help you get to work easily, fast-track enrollment and onboarding processes, navigate corporate complexity, and stay focused on your work.

COMMAND CONFIDENCE

MBO's robust tools, administrative support, and expert guidance set your business up for success — today and in the future. By minimizing the tasks that divert your energy from getting ahead, we leave you with the resources and the confidence you need to achieve your goals.

CHARGE AHEAD

MBO is always looking ahead to where the independent market is moving, finding new ways to help you get further, faster. From payment innovations and independence certifications to definitive studies on the independent workforce, we keep you in front of where the market is going.

Putting it all together

MASTERBRAND POSITIONING

Leading the next way of working

MBO Partners operates on the forefront of the independent economy
to keep you ahead of the next way of working.

*We're continually creating new, better ways of
working with independent professionals, so your business
thrives in the next way of working.*

*We're constantly looking to the future,
giving you the advantages you need to advance
in the next way of working.*

ENTERPRISE POSITIONING

Making you first choice for top independent professionals

MBO Partners empowers enterprise organizations to
build relationships with independent professionals that
accelerate business success.

TALENT POSITIONING

Giving you a winning edge

MBO Partners is the competitive edge that enables
ambitious independents to get ahead and stay there.

Verbal guidelines and messaging examples

MBO partners

Introduction

We aligned on positioning ideas for the MBO masterbrand, talent brand, and enterprise brand. But what does that mean for how you communicate? This is where the verbal guidelines come in.

In this section, you'll find examples and guidance to apply immediately, helping you talk the talk (and write it also).

Read on to see how we translate our positioning for everyday use and find a set of concrete, cohesive messages you can pick up and use in communications with clients, colleagues, and others.

Audiences for communication

GENERAL AUDIENCES
MASTERBRAND

This can be anyone who needs to understand "who is MBO." These could be prospects, media, conference attendees, or anyone, really, who you'd like to introduce to the organization. Most of your clients start out with a "general audience" mindset before getting to know and work with you. You should communicate to this audience through the lens of the MBO masterbrand.

ENTERPRISE ORGANIZATIONS
ENTERPRISE BRAND

This is our audience for MBO's enterprise brand. They are discerning organizations who place a high value on the role highly-skilled independent professionals play in their overall talent mix.

These tend to be the organizations that have the most rigorous requirements and demand the most comprehensive solutions.

They join MBO — and stay with us — because we've proven that we are uniquely suited to meet their needs and take care of their most important independent professionals in a way that no one else can.

INDEPENDENT PROFESSIONALS
TALENT BRAND

This is our audience for MBO's talent brand. They are the ambitious and highly sought-after independent talent that enterprise clients count on. They may come to MBO through an enterprise relationship, but they remain with us because we give them the support and advantages they need in an increasingly competitive world.

There are many different terms for independent workers — freelancers, gig workers, and contractors are just a few. But not all terms are created equal and not all connote the caliber of professionalism of those who work through MBO. In our internal and external communications, we should consistently refer to our target market as independent professionals. After first usage, it can continue to be shortened to "independent(s)."
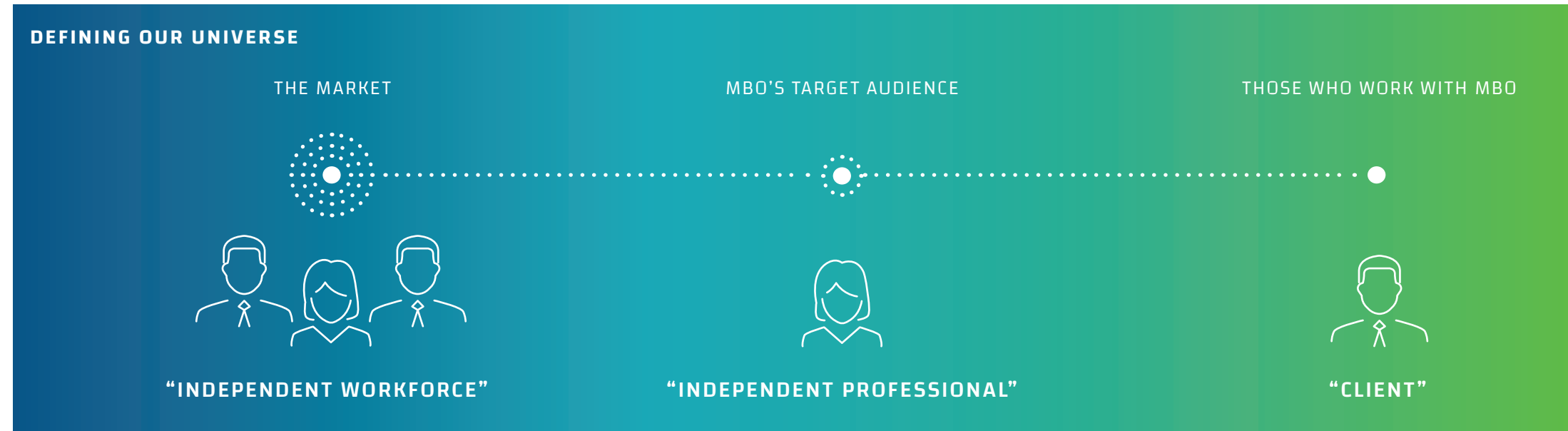
A closer look at the independent professional

MESSAGING TO THE INDEPENDENT PROFESSIONAL

While most talent come to MBO through our enterprise clients, their future loyalty to MBO paves the way for our growth.

When the talent feels that they are the hero — that they are our priority — it drives their loyalty and continued business. As they move from client to client, we want them to take us on their journey. And, as they build a deeper relationship with MBO, we want to be their go-to resource for the critical guidance and support they need to stay ahead.

By making talent feel good about their relationship with MBO, we also shine a positive light on our enterprise clients by framing them as being wise, thoughtful partners who take good care of their high-value independent professionals.

DEFINING OUR UNIVERSE

THE MARKET

MBO'S TARGET AUDIENCE

THOSE WHO WORK WITH MBO

"INDEPENDENT WORKFORCE"

"INDEPENDENT PROFESSIONAL"

"CLIENT"

Principles of written and verbal communication

1 Keep it simple

The world that we live in is fraught with complexity. As experts in the independent workforce, MBO is positioned to bring the voice of experience and authority. Serving up challenging topics and nuanced information with clarity gives clients and prospects confidence and peace of mind. Simplifying the complex is the mark of a true expert. Your verbal and written communication should reflect this.

2 Remember the context

Take a moment to think about where your audience is coming from — what they know about MBO, your offering, a regulation, or the topic at hand. Then consider what you want them to know and do. Your communications are a journey, taking your audience from where they are to where you want them to go. If you jump right to the destination, or get lost in the woods along the way, you'll lose your audience. Plan each of your communications like a journey.
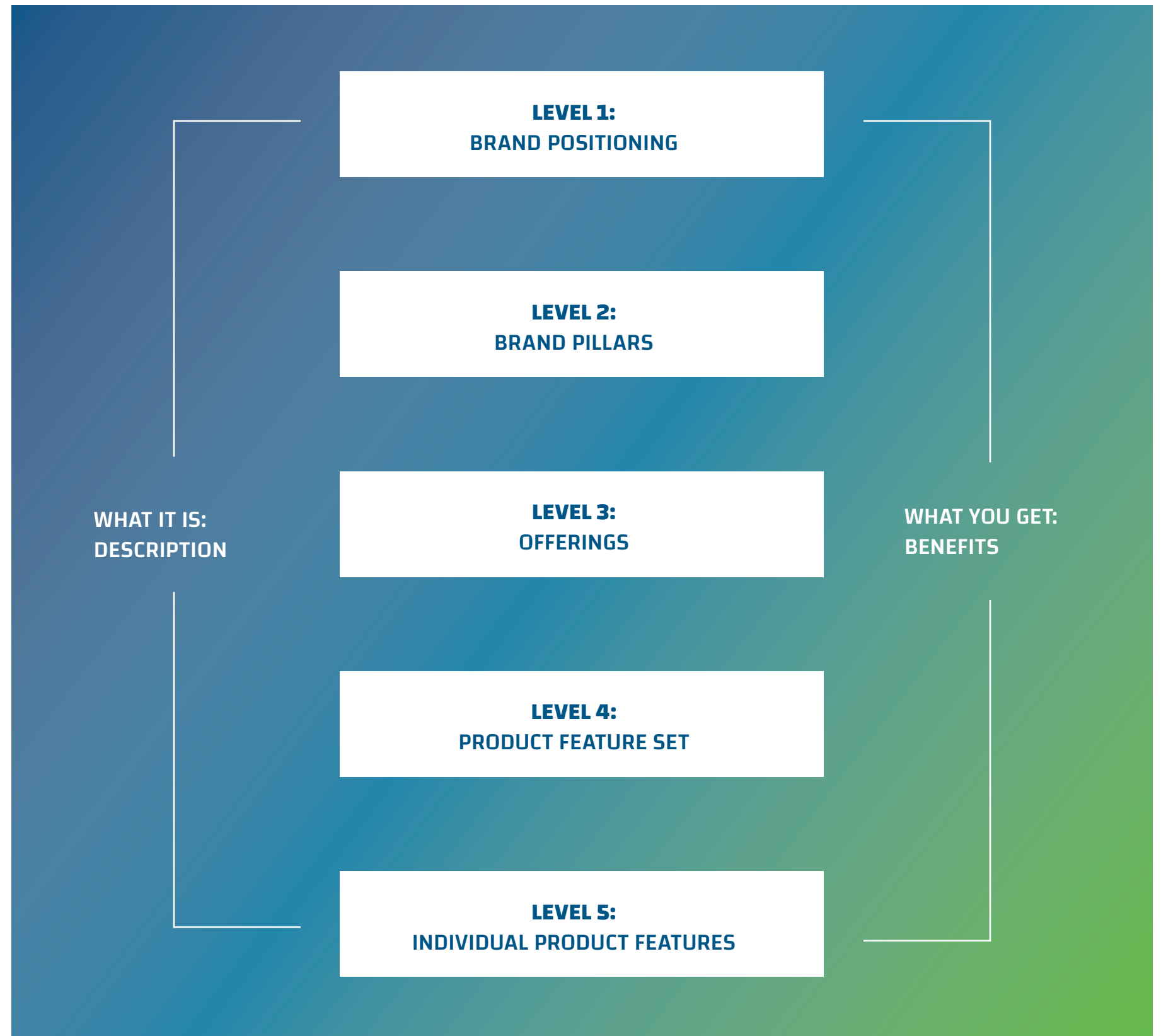
3 Marry *what it is* with *what you get*

When you construct messages or communications, remember your audience wants to know what's in it for them. So follow this simple rule: pair a description with related benefits — or, "what it is" and "what you get."

In the messaging section of this guide, you'll find messages constructed in this way.

Messaging levels

Our messages are designed to deliver the most important information about MBO at the right level of depth — ranging from MBO's broad value to a particular audience to the specifics of individual product features.

Each level plays a distinct role in communicating an attribute of the MBO brand experience.

LEVEL 1:
BRAND POSITIONING

LEVEL 2:
BRAND PILLARS

WHAT IT IS:
DESCRIPTION

LEVEL 3:
OFFERINGS

WHAT YOU GET:
BENEFITS

LEVEL 4:
PRODUCT FEATURE SET

LEVEL 5:
INDIVIDUAL PRODUCT FEATURES

Messaging examples, by messaging level

In the following section, you'll find messaging examples for all components of the MBO brand: masterbrand, enterprise brand, and talent brand.

Masterbrand messages will focus on levels 1 and 2: brand positioning and brand pillars. These help to provide context about the organization, MBO Partners, and pave the way for more specific talent and enterprise messages.

The talent and enterprise brand messages will span levels 1 through 5. These provide over-arching messages about these audience-specific parts of the brand as well as messages at the offering, product feature set, and individual product feature levels.

NOTE: The product messages in this section reflect the offering, as it is defined for external audiences, at the time these guidelines were published. As the talent and enterprise product sets continue to grow and evolve, some of these features may no longer be relevant and new features may be missing. Please use these messages directionally and always be sure to check against the latest product architecture.

MBO partners®

MASTERBRAND EXAMPLES:

LEVEL 1, BRAND POSITIONING MESSAGES
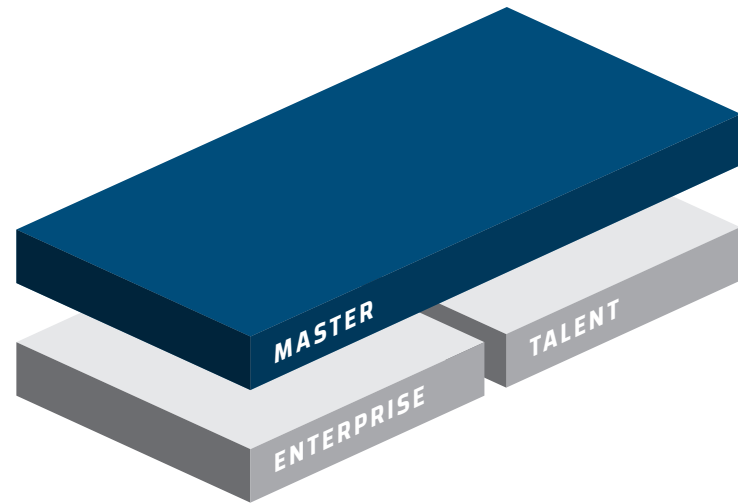
POSITIONING

MBO Partners operates on the forefront of the independent economy to keep you ahead of the next way of working.

VALUE PROPOSITION

MBO Partners shapes the way independent professionals and enterprise organizations work together — today and tomorrow. With an unrelenting eye forward, MBO is committed to uncovering and advancing new ideas that challenge workforce norms and keep the independent economy moving forward. Their solutions and advocacy help to shape the future of business, where independent talent is a cornerstone of the enterprise talent mix.

BOILERPLATE

MBO Partners delivers solutions that make it safer and easier for enterprise organizations and top independent professionals to work together. Through its proprietary platform, MBO has built a comprehensive workforce ecosystem that fuels both sides of the independent economy. MBO strengthens relationships, minimizes risk, and maximizes value for its clients. Its unmatched experience and industry leadership enable it to operate on the forefront of the independent economy and consistently advance the next way of working.

ABOUT US

For more than 20 years, MBO Partners has been delivering solutions that make it safer and easier for enterprise organizations and independent professionals to work together. We've built a unique, dual-sided ecosystem comprising many of the world's most prominent enterprise organizations and tens of thousands of top independent professionals. This gives MBO unmatched insight and hands-on experience with the real needs of both sides of the independent economy. It also enables us to continually strengthen relationships, minimize risk, and maximize value for our clients.

At MBO, we are committed to uncovering and advancing new ideas and solutions that challenge workforce norms. We use a combination of our experience, thought leadership, research, and advocacy to create premier independent work-force programs that span the engagement lifecycle, ensure legal compliance, and scale to our clients' needs. Our hallmark research, the State of Independence in America study, is the longest-running and most robust research report on the independent economy. It helps fuel our products and services, which we design to meet independents' specific needs and enterprises' rigorous standards. It solidifies our position at the forefront of the independent economy and helps us consistently advance the next way of working.

MASTERBRAND EXAMPLES:

LEVEL 2, BRAND PILLAR MESSAGES

PILLAR

1

LEADING THE CHARGE

Overall message

We are committed to uncovering and progressing new ideas and solutions that challenge workforce norms to keep the independent economy moving forward.

Sample support messages

- We've seen great advances in how the independent economy works, but we are far from done. We will continue to investigate and innovate new ways of working that make a difference today and tomorrow.
- We advocate for new regulations, like Certified Self-Employed (CSE) status, to make independent working better for independent professionals and enterprise organizations alike.
- Our founder, Gene Zaino, is a prominent thought leader on the independent workforce, regularly contributing as an expert resource to publications and legislative groups.
- We use our own long-running research and experience to inform how we create new engagement models and expanded support for independent professionals.
- Our comprehensive business framework provides clients with a roadmap to take their organizations from independent-ready to independent-powered.

PILLAR

2

ADVANCING THE INTERESTS OF ALL

Overall message

Through our unique dedication to both sides of the independent workforce economy, we create a bridge between independent professionals and enterprise organizations that enables each to work better.

Sample support messages

- We pride ourselves in being seen as a critical proponent and trusted advisor for both independents and enterprises.
- We give enterprises the tools, guidance, and strategies they need to be the first choice for sought-after and highly-skilled independent professionals.
- We put independent professionals at the center of our business, providing the support and advantages they need to perform at their peak.
- We help to forge stronger connections between independent professionals and enterprise organizations by drawing on our deep understanding of their needs and goals, as well as workforce regulations.

PILLAR

3

**DRIVING CHANGE ON THE GROUND**

Overall message

Our innovative solutions are inspired by the real needs of the enterprise organizations and independent professionals we support — and optimized to fuel their growth and success.

Sample support messages

- The solutions we create are independent professional-driven and enterprise compliant. Each are informed by comprehensive data and unparalleled experience.
- Our ambitious independent professional and enterprise clients don't settle for the status quo. They bring us new needs and challenges every day that drive our evolution and innovation.
- In response to the historic change in tax law, we were proud to be the first to market with an enterprise-grade Sole Proprietor offering.
- Our Vendor Advisory Services Team (VAST) is dedicated to finding new solutions to compliance issues so you can focus on seizing opportunity instead of enforcing policies.
- Our self-service portal enables everyone in our ecosystem to leave rigid, outdated user experiences behind and manage their process at their own speed.

ENTERPRISE BRAND EXAMPLES:

LEVEL 1, BRAND POSITIONING MESSAGES

MASTER

TALENT
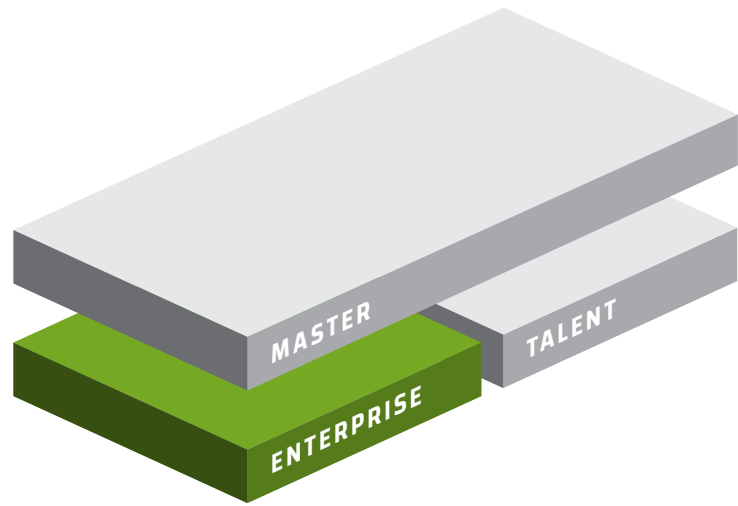
ENTERPRISE

POSITIONING

MBO Partners enables enterprise organizations to grow their workforce management capabilities and build relationships with the independent professionals who accelerate their business success.

VALUE PROPOSITION

In a competitive marketplace, where top independent professionals are increasingly selective about those with whom they choose to work, MBO Partners makes you the first choice among sought-after and highly-skilled independents. MBO helps enterprises attract, build relationships with, and re-engage the most sought-after independent professionals. They deliver the solutions and strategies you need to work with them and experience exceptional results.

BOILERPLATE

MBO Partners provides comprehensive independent workforce solutions for enterprise organizations. With unmatched insight into the independent economy, MBO designs, and helps their clients execute, premier independent engagement programs. Our expertise enables enterprises to grow their workforce management capabilities and build the strong relationships that make them the first choice for top independent professionals.

ABOUT US

For more than 20 years, MBO Partners has been delivering comprehensive independent workforce solutions for enterprise organizations. We've built a unique, dual-sided ecosystem comprising many of the world's most prominent enterprise organizations and tens of thousands of top independent professionals. This gives us unmatched insight and hands-on experience with the real needs of both sides of the independent economy. We draw on this to create and execute independent talent programs that fuel your business strategy and accelerate your success.

Using our extensive research and expertise focused on top-tier independent professionals, we create a working experience designed to each of our clients' needs. This enables you to seamlessly attract, engage, manage, and re-engage this valuable workforce to achieve your goals. Our solutions are purpose-built for enterprises, providing end-to-end capabilities that grow and scale with you. This is why many of the world's largest and most prominent organizations turn to MBO to build the premier programs and strong relationships that make them the first choice for top independent professionals.

ENTERPRISE BRAND EXAMPLES:

LEVEL 2, BRAND PILLAR MESSAGES

PILLAR 1

DELIVERING UNMATCHED EXPERTISE

Overall message

MBO Partners has the deepest research, insights, and expertise focused specifically on top-tier independent professionals. We draw on this to create and execute independent talent programs that fuel your business strategy.

Sample support messages

- 20 years of experience with the independent workforce gives us unparalleled insight into building, implementing, growing, and scaling independent professional programs.
- Our insights draw from our own extensive primary research — the State of Independence in America report — that has benchmarked trends in the independent workforce since 2011. It is the longest-running study on the topic and considered the leading body of research on the subject.
- We make sure our clients never miss out on important changes in independent workforce legislation and regulations. Our relationships with government and industry leaders keep us informed on every shift in the marketplace.
- We've developed our proprietary Elevate framework as a blueprint to guide our clients in creating cutting-edge independent workforce management programs.
- Our clients can call on our experts or build their own knowledge with access to our archive of educational training, blog posts, articles, and more.

PILLAR 2

DESIGNING PREMIER INDEPENDENT PROFESSIONAL EXPERIENCES

Overall message

MBO Partners focuses on highly-skilled, in-demand independent professionals. We create a working experience that is designed around their unique needs, so you can seamlessly attract, engage, and re-engage this valuable workforce to advance your goals.

Sample support messages

- We are uniquely experienced in meeting the needs of high-value, discerning independent professionals with specialized needs.
- Independent professionals are attracted to enterprise clients who work with MBO. They trust MBO's counsel and expect the seamless experience we provide.
- We take the utmost care of your most important independent professionals so they feel supported and able to do their best work. This results in happier talent and less opportunities for conflict, leading to satisfied managers and reduced risk for your company.
- Every client relationship includes MBO staff who take the lead to onboard talent, administer the program, and coordinate with third parties, while providing you with visibility and transparency along the way.
- We provide unique engagement options that help independent professionals work in the way that suits them best and protect your business at the same time.

PILLAR 3

DEEPENING CAPABILITIES TO SCALE AND GROW

Overall message

MBO Partners delivers the only independent professional solution that is purpose-built for enterprise needs. Our end-to-end capabilities are designed to grow with you. We support you at every step, from acquisition and management to compliance and program optimization.

Sample support messages

- Our account management team provides tailored, responsive service so your team can do more with less effort.
- Your team is with you for the long haul. We provide ongoing program optimization, from refining your approach to introducing new tools, techniques, and processes custom-fit to your business.
- Our Vendor Advisory Services Team (VAST) was formed by our compliance specialists to help you navigate complex issues instead of just policing them.
- Our portal provides a single point of entry from individual time and expense management to dashboard views and analytic reporting across your whole program. It allows you to track spend and keep it under control.
- Our compliance and risk reduction solutions protect you from worker misclassification issues that would otherwise take resources and focus away from your core business objectives.

ENTERPRISE BRAND EXAMPLES:

LEVEL 3, OFFERINGS MESSAGES

MESSAGE TYPES

NON-PRODUCTS

PRODUCT: MBO ACCESS

| RESEARCH AND EDUCATION | ADVOCACY | PRODUCT OFFERING | DELIVERY METHODOLOGY |

NON-PRODUCT: RESEARCH AND EDUCATION

Top news sources turn to MBO as the definitive source of information on the independent workforce.

Our annual State of Independence in America study uncovers ongoing trends in the marketplace. It is the longest-running and most robust research report on the independent economy. It has been conducted annually since 2011 and has included over 22,000 in-depth surveys from over 1,400 independent workers.

Our Client of Choice research investigates independent worker needs and priorities that drive how they choose their clients. Our findings educate enterprise organizations on the best practices for engaging with independent professionals, from policies and processes to relationship-building techniques. The Client of Choice study has been conducted for 4 years and has included over 17,000 in-depth surveys and hundreds of interviews.

Collectively, our proprietary research fuels our development of the tools and resources you'll need next. It is also the foundation for numerous educational materials produced regularly for our clients.

NON-PRODUCT: ADVOCACY

We not only see the changes in how work gets done, but we are influencing them through our thought leadership and advocacy. We advocate for labor policy that improves conditions for the independent workforce and are regularly called upon as experts to help inform regulations that shape the independent experience. This includes proposing a new independent talent classification, Certified Self-Employed (CSE), that removes roadblocks to the independent services market while embracing the safety net of the traditional employer-employee relationship.

PRODUCT: MBO ACCESS

All of our experience and knowledge comes together for you in our enterprise-grade solution: MBO Access. MBO Access provides a mix of tools, services, and processes — backed by a proprietary technology platform — that tie our offering together from start to finish. This creates a seamless experience for you, your engagement teams, and your valued independent professionals.
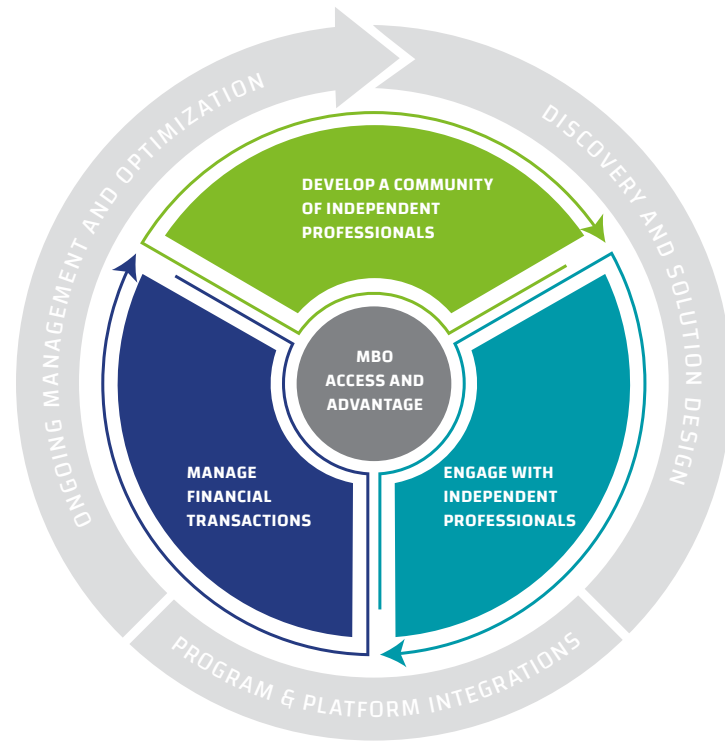
PRODUCT OFFERING

Our end-to-end product offering supports you through the entire independent engagement lifecycle, from developing a community of independent professionals, to engaging with them and managing working with them on projects.

DELIVERY METHODOLOGY

Our delivery methodology is how we tailor MBO Access to set your business up to adopt a compliant program of scale. We provide the support and management needed to elevate your independent talent program — from discovery and solution design through program and platform implementation to ongoing management and optimization.

ENTERPRISE BRAND EXAMPLES:
LEVEL 4, MBO ACCESS PRODUCT FEATURE SETS

DISCOVERY AND SOLUTION DESIGN

ONGOING MANAGEMENT AND OPTIMIZATION

PROGRAM & PLATFORM INTEGRATIONS

DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS

MBO ACCESS AND ADVANTAGE

MANAGE FINANCIAL TRANSACTIONS

ENGAGE WITH INDEPENDENT PROFESSIONALS

PRODUCT OFFERING (INTERIOR CIRCLE)

1 FEATURE SET 1: DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS

(What it is)
Everything you need to build and maintain your own community of top independent professionals and match them with open roles — all within our proprietary marketplace.

(What you get)
Grow and nurture your network through a centralized platform that takes you from attracting independents and posting roles to vetting and selecting qualified individuals to keeping them "warm" in between engagements.

2 FEATURE SET 2: ENGAGE WITH INDEPENDENT PROFESSIONALS

(What it is)
A combination of self-service tools and expert support that eases the onboarding experience for the members of your independent professional community and streamlines tasks for engagement managers while providing a simplified, compliant process for you.

(What you get)
An engagement set-up process that strengthens relationships by showing independent professionals you care about their experience.

Identify best-fit work arrangements, ensure proper contracts and scopes of work, and help independent professionals navigate your unique engagement rules and processes.

3 FEATURE SET 3: MANAGE WORKING WITH INDEPENDENT PROFESSIONALS

(What it is)
A complete collection of management tools, services, and high-touch support that streamlines administration for all and provides intelligence to scale and optimize your independent talent program.

(What you get)
A tech-enabled solution that helps your independents deliver their best work and you deliver the best independent talent program.

Simplify day-to-day administration and management, seamlessly facilitate all aspects of the time and expense payment process, coordinate with internal stakeholders, and gain insight to advance your program.

LEVEL 1:
BRAND POSITIONING

LEVEL 2:
BRAND PILLARS

LEVEL 3:
OFFERINGS

LEVEL 4:
PRODUCT FEATURE SET

LEVEL 5:
INDIVIDUAL PRODUCT FEATURES

ENTERPRISE BRAND EXAMPLES:

LEVEL 4, MBO ACCESS PRODUCT FEATURE SETS
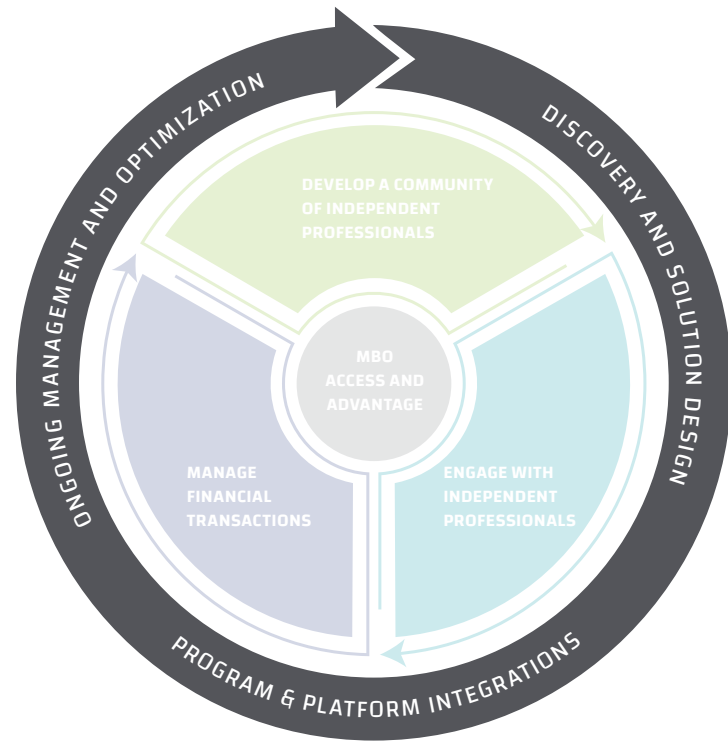
DELIVERY METHODOLOGY (EXTERIOR CIRCLE)

1 COMPONENT 1: DISCOVERY AND SOLUTION DESIGN

(What it is)

The upfront process that provides the insight needed to configure MBO Access to your specific business needs, processes, and systems. It also helps us determine the best approach to communications and change management within your organization.

(What you get)

Your key stakeholders will meet with executive members of the MBO team across legal, HR, talent acquisition, program adoption, procurement, and finance to understand your current situation, objectives, and needs. Based on what we learn, our team will share insights about how your program could be improved and work with you to design an integrated solution with the appropriate mix of technology, services, and customization to meet your needs. This includes making recommendations for independent professional business processes that will drive maximum results.

2 COMPONENT 2: PROGRAM AND PLATFORM IMPLEMENTATION

(What it is)

The phase where we collaborate with your internal teams and stakeholders to build out an implementation roadmap, connect our platform with your existing technologies, and help guide your change management efforts to prepare managers for new practices.

(What you get)

Our implementation specialists collaborate with you to build a project plan that will deliver your custom solution. Implementations can include customized VMS (and similar) systems integration, time and expense entry set-up, onboarding set-up, invoicing, payment options, and program adoption materials and communications.

3 COMPONENT 3: ONGOING MANAGEMENT AND OPTIMIZATION

(What it is)

The ongoing process of program management and optimization that ensures MBO Access is supporting your day-to-day and strategic needs as well as continually improving your program through our insights.

(What you get)

Your dedicated account manager provides support and guidance to ensure program success, each day and in the long term. They are always available to handle program-level issue resolution, answer questions, or share our latest industry research. They provide strategic guidance, optimization opportunities, and additional service recommendations. Finally, they facilitate ongoing events and education, including interaction with industry leaders and key executives.

LEVEL 1:
BRAND POSITIONING

LEVEL 2:
BRAND PILLARS

LEVEL 3:
OFFERINGS

LEVEL 4:
PRODUCT FEATURE SET

LEVEL 5:
INDIVIDUAL PRODUCT FEATURES

ENTERPRISE BRAND EXAMPLES: LEVEL 5, INDIVIDUAL PRODUCT FEATURES

DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS		ENGAGE WITH INDEPENDENT PROFESSIONALS		MANAGE WORKING WITH INDEPENDENT PROFESSIONALS	

TECHNOLOGY INFRASTRUCTURE

PROPRIETARY TECHNOLOGY PLATFORM
THE HUB OF OUR CLIENT AND INDEPENDENT PROFESSIONAL EXPERIENCE, PROVIDING A SINGLE ACCESS POINT FOR OUR END-TO-END CAPABILITIES ACROSS THE ENGAGEMENT LIFECYCLE

INDEPENDENT PROFESSIONAL MARKETPLACE		COMPLIANCE AND ONBOARDING CENTER		BACK-OFFICE AND FINANCIAL PLATFORM	

CORE FEATURES

Build your trusted **independent professional community**	Create and manage **open role postings**	Offer **unique engagement programs** and provide assistance with **qualification and compliance specialists**	Secure accurate agreements with **contract management and administration**	Provide **top-quality care and support** for your independents	Maintain continuously **updated compliance records**
	Find independent professionals with **advanced matching algorithms**			Manage the entry and approval of **time and expenses** with customized dashboards	Track performance with **reporting and metrics**
Draw in talent with **branded company pages**	Receive dedicated, personalized support from a **full-service advisor**	Deliver quick and compliant onboarding, including **custom communications and expert support and management**	Establish **initial compliance records** for each independent	Process **invoicing, payroll, and payments**	Leverage best practices with **self-serve templates**

DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: independent professional marketplace

This is the primary tool that we use to help you find, attract, and match opportunities to top-notch independent talent. It is stocked with a deep network of independent professionals used by our enterprise clients and is where you can build and manage your own trusted community.

CORE FEATURES

Build your trusted independent professional community

Whether you bring your own talent or tap into our broader network, you can use our marketplace to create your own preferred community of vetted and established independent professionals. Within your community, you have capabilities to search, categorize, group, and nurture independents — or add more.

Draw in talent with branded company pages

Create a search engine-optimized landing page within our independent professional marketplace. These pages are designed and managed by MBO specifically to attract independent talent. They provide a clearly distinguished place to promote roles for independents that is separate from — but which can be linked to — your corporate careers page.

Create and manage open role postings

Choose to post roles to your own independent professional community or to our entire marketplace. Then manage every step, from reviewing and shortlisting applicants to communicating directly and extending a formal offer within the platform before moving them onto your project.

Find independent professionals with advanced matching algorithms

Find independent professionals that match your needs using our proprietary algorithm. Focus your search with a variety of filters, such as location, skills, and vetting status.

Receive dedicated, personalized support from a full-service advisor

Take the burden of sourcing talent off your managers by using a dedicated MBO Advisor. MBO Advisors work directly with managers to find the best independent professionals for their needs by:

- Conducting a goals and objectives intake call
- Generating and optimizing role posts to target specific types of independents
- Identifying and screening independent professionals
- Facilitating feedback and coordinating interviews for managers
- Preparing independent professionals for onboarding

| LEVEL 1: BRAND POSITIONING |
| LEVEL 2: BRAND PILLARS |
| LEVEL 3: OFFERINGS |
| LEVEL 4: PRODUCT FEATURE SET |
| LEVEL 5: INDIVIDUAL PRODUCT FEATURES |

| DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS | ENGAGE WITH INDEPENDENT PROFESSIONALS | MANAGE WORKING WITH INDEPENDENT PROFESSIONALS |

TECHNOLOGY INFRASTRUCTURE

PROPRIETARY TECHNOLOGY PLATFORM
THE HUB OF OUR CLIENT AND INDEPENDENT PROFESSIONAL EXPERIENCE, PROVIDING A SINGLE ACCESS POINT FOR OUR END-TO-END CAPABILITIES ACROSS THE ENGAGEMENT LIFECYCLE

| INDEPENDENT PROFESSIONAL MARKETPLACE | COMPLIANCE AND ONBOARDING CENTER | BACK-OFFICE AND FINANCIAL PLATFORM |

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	Receive dedicated, personalized support from a **full-service advisor**			Process **invoicing, payroll, and payments**	Leverage best practices with **self-serve templates**

ENGAGE WITH INDEPENDENT PROFESSIONALS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: Compliance and onboarding center

A self-service onboarding experience that provides transparency into the process. It fuels program-wide onboarding reporting and metrics dashboards that enable you to evaluate your program and make strategic decisions to improve efficiency.

CORE FEATURES

Offer **unique engagement programs** and provide assistance with **qualification and compliance specialists**

Offer your independents a wider variety of compliant working arrangement options than available anywhere else. Each option, Payroll, Business, or Vendor Services, provides them with services, education, and support. We also indemnify your organization from tax reclassification risk and give you unique ways to save on cost.

To place independent professionals into one of our three engagement options, our compliance service specialists use a rigorous, yet user-friendly, qualification process.

Deliver quick and compliant onboarding, including **custom communications and expert support and management**

We guide your independents seamlessly through engagement program qualification, compliance, and onboarding. We provide visibility into the process while educating independent professionals on the terms of the work arrangement, what to expect, and any unique details of working with your organization.

To support this critical process, we provide additional help navigating your organization's onboarding policies and processes while keeping managers apprised of progress. This includes custom educational materials to promote program adoption and help independents get to work faster.

Secure accurate agreements with **contract management and administration**

We'll ensure the correct agreements are executed and work order information is properly set up for easy coordination with procurement, finance, and accounting.

Establish **initial compliance records** for each independent

During onboarding, we open and securely store documentation that builds a defense file and documents contractor status for each independent professional.

ENTERPRISE BRAND EXAMPLES: LEVEL 5, INDIVIDUAL PRODUCT FEATURES

DEVELOP A COMMUNITY OF INDEPENDENT PROFESSIONALS		ENGAGE WITH INDEPENDENT PROFESSIONALS		MANAGE WORKING WITH INDEPENDENT PROFESSIONALS	

TECHNOLOGY INFRASTRUCTURE

PROPRIETARY TECHNOLOGY PLATFORM
THE HUB OF OUR CLIENT AND INDEPENDENT PROFESSIONAL EXPERIENCE, PROVIDING A SINGLE ACCESS POINT FOR OUR END-TO-END CAPABILITIES ACROSS THE ENGAGEMENT LIFECYCLE

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	Find independent professionals with **advanced matching algorithms**			Manage the entry and approval of **time and expenses** with customized dashboards	Track performance with **reporting and metrics**
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MANAGE WORKING WITH INDEPENDENT PROFESSIONALS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: Back-office and financial platform

A powerful control center and processing engine that enables you to manage and analyze your independent professionals and active projects from a single location. It provides central access to everything from dashboards and reporting to self-serve templates and online management of time, expenses, and payroll.

CORE FEATURES

Provide **top-quality care and support** for your independents

Trust that your independent professionals' requests and issues are being addressed by a highly trained team of customer support specialists at every stage of their project lifecycle.

Manage the entry and approval of **time and expenses** with customized dashboards

View, manage, and approve all your independent professionals' work, time, and expenses — all within our platform. Dashboards can be customized specifically for your organization.

Process **invoicing, payroll, and payments**

We'll invoice and pay all your independent professionals with processes that are customized to your procurement and financial needs. Furthermore, you can offer your independents innovative solutions to receive payments more quickly. Monitor and manage it all in our platform.

Maintain continuously **updated compliance records**

Stay audit-ready for every independent professional on your roster with rigorously updated defense files collected and securely stored by MBO.

Track performance with **reporting and metrics**

Clearly see the efficiency, effectiveness, and financial performance of your independent program within our client portal. Analyze key metrics and reports to make ongoing optimization decisions.

Leverage best practices with **self-serve templates**

Save time and ensure consistency with ready-to-use templates that are built on our years of experience helping enterprise clients work with independent professionals.

TALENT BRAND MESSAGING EXAMPLES:
LEVEL 1, BRAND POSITIONING MESSAGES

MASTER

TALENT

ENTERPRISE
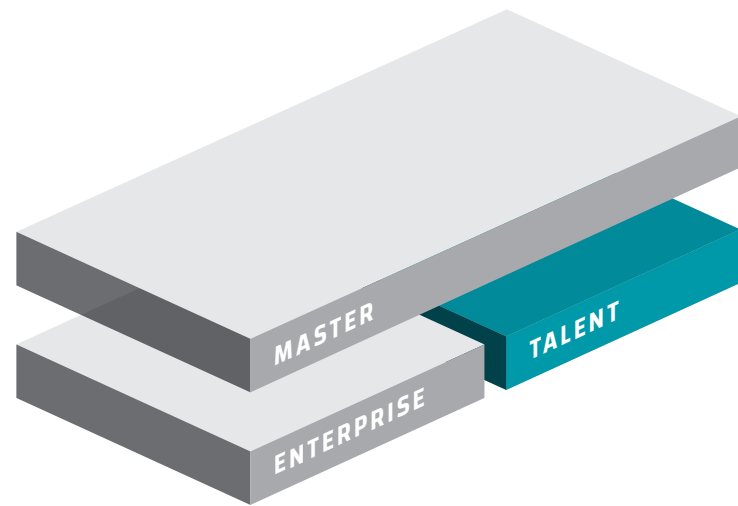
POSITIONING

MBO Partners is the competitive edge that enables ambitious independents to get ahead and stay there.

VALUE PROPOSITION

With a dedicated focus on the independent workforce economy, MBO Partners excels at empowering independent professionals to build successful businesses. MBO gives you essential advantages at every stage of your independent career, from establishing your business and securing projects to managing your administration throughout your business lifecycle. From back-office support to front-office growth, we provide the competitive edge that sets you up to lead the pack.

BOILERPLATE

MBO Partners provides comprehensive business management solutions for independent professionals. From helping them find new projects to easing onboarding and day-to-day processes, MBO enables independents to do more and stay ahead of the competition so their businesses can thrive.

ABOUT US

For more than 20 years, MBO Partners has been delivering comprehensive business management solutions for independent professionals. We've built a unique, dual-sided ecosystem comprising many of the world's most prominent enterprise organizations and tens of thousands of top independent professionals. This gives MBO unmatched insight and hands-on experience with the real needs of both sides of the independent economy. It also enables us to create premier independent workforce programs that give you a winning edge in an increasingly competitive market.

Our robust tools, administrative support, and expert guidance set your business up for success and give you the resources you need to achieve your goals. We draw on our relationships with leading enterprise organizations to help you navigate complex corporate requirements and grow your project pipeline. And we are continuously looking ahead of where the market is moving, finding new ways to help you get further, faster.

TALENT BRAND EXAMPLES:

LEVEL 2, BRAND PILLAR MESSAGES

PILLAR

1

CUT THROUGH COMPLEXITY

Overall message

MBO's powerhouse relationships with top-tier enterprises, policy makers, and a community of over 60,000 independent professionals come together to provide unparalleled institutional knowledge of the independent workforce. This insight enables us to help you get to work easily, fast-track enrollment and onboarding, navigate corporate complexity, and stay focused on your work.

Sample support messages

- Our experienced team can help you navigate even the most confusing processes and regulations.
- We help you understand clients' corporate requirements and policies — and then do what it takes to satisfy them, from ensuring you're working with the right internal departments to meeting insurance minimums.
- We manage all of the steps, systems, and approvals involved in your payment process, so all you need to do is submit your time and expenses.
- Skip the trial and error of figuring out which business structure will help you maximize your income.
- We know the right people and paths to resolve issues quickly, even at large and complex client organizations.
- Trusted relationships with client managers at leading companies help MBO fast-track your onboarding process.

PILLAR

2

COMMAND CONFIDENCE

Overall message

MBO's robust tools, administrative support, and expert guidance set your business up for success — today and in the future. By minimizing the tasks that divert your energy from getting ahead, we leave you with the resources and the confidence you need to achieve your goals.

Sample support messages

- Know that you have the resources to help your business operations scale to meet your ambitions.
- With the expert advice and support of MBO on your side, you can trust that your company is organized in the most beneficial way possible.
- Rest easy knowing that we'll make sure you meet your client's compliance requirements, so you can focus on building a strong relationship.
- When you have MBO, you're not alone. Get the peace of mind that comes from having a resource you can turn to on topics ranging from taxes and business structure to contracts.
- With our complete suite of back-office and operating services, you have the confidence — and bandwidth — to do the work you want to do.

PILLAR

3

CHARGE AHEAD

Overall message

MBO is always looking ahead to where the independent market is moving, finding new ways to help you get further, faster. From payment innovations and independence certifications to definitive studies on the independent work-force, we keep you in front of where the market is going.

Sample support messages

- Our extensive experience, client relationships, research, and advocacy give us unparalleled perspective on where the market is headed, so we can help you stay in front of it.
- Our advice draws from deep insight into the independent workforce to help you unlock the potential of your business.
- MBO conducts industry-leading research that fuels our development of the tools that match your emerging needs.
- Our relationships with policy makers and regulators put MBO on the frontlines of advancing how the independent workforce works.
- Close connections with enterprise clients and the top independent professionals they seek gives MBO a rich source of insight to drive ongoing innovation and advancement.

TALENT BRAND EXAMPLES:

LEVEL 3, OFFERINGS MESSAGES

MESSAGE TYPES

NON-PRODUCTS   PRODUCTS

RESEARCH AND EDUCATION	ADVOCACY	CORE PRODUCT	SUBSCRIPTION PRODUCT

NON-PRODUCT: RESEARCH AND EDUCATION

MBO conducts industry-leading research on the independent workforce. Our annual State of Independence in America study uncovers ongoing trends in the marketplace. Our Client of Choice research educates enterprise organizations on the best practices for engaging with independent professionals like yourself, from policies and processes to relationship-building techniques.

Collectively, our proprietary research fuels our development of the tools and resources you'll need next. It is also the foundation for numerous educational materials produced regularly for our clients.

NON-PRODUCT: ADVOCACY

We advocate for labor policy that improves conditions for the independent workforce and are regularly called upon as experts to help inform regulations that shape the independent experience. This includes proposing new worker classifications, such as Certified Self-Employed.

As a result, we are actively working to create an economic environment that supports your ability to build and grow your business in the way you choose.

PRODUCT: MBO ACCESS

MBO Access helps you engage with our network of preferred enterprise client organizations. It supports you from onboarding and completing time and expenses to securing payment — and even finding your next project through our proprietary marketplace.

Our knowledge of enterprise-level client requirements combined with a deep understanding of independent workforce concerns helps you work seamlessly on projects with our network of top-tier clients and present yourself in the best light for future work.

PRODUCT: MBO ADVANTAGE

Our MBO Advantage membership includes all of the features of Access along with a higher level of service, consultation, and coaching support. It provides added resources to give you next-level business capability when you work with any client — in our preferred client network or out. With the power of MBO's industry-leading expertise you can strengthen your business operation, grow your business, and get ahead of the competition.

We'll help build your project pipeline to bolster your top-line growth while providing advice from seasoned advisors and reducing your administrative workload to add to your bottom line.

TALENT BRAND EXAMPLES:

LEVEL 4, PRODUCT FEATURE SET

FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS

ONBOARD AND ENGAGE WITH CLIENTS

MBO ACCESS AND ADVANTAGE

BUILD AND MANAGE YOUR BUSINESS

MANAGE FINANCIAL TRANSACTIONS
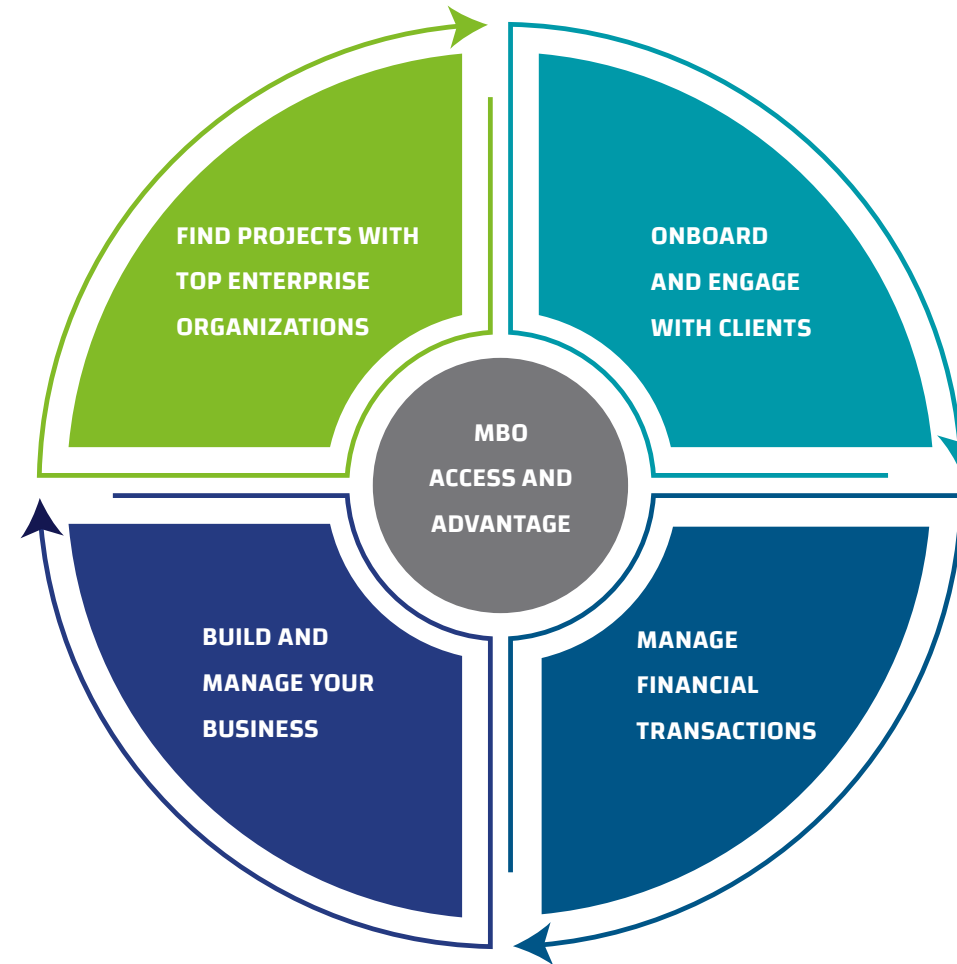
PRODUCT OFFERING

1 FEATURE SET 1: FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS

(What it is)
Exclusive access to new projects and client managers at leading companies through our marketplace.

(What you get)
Build your business by growing your client base and project pipeline. Gain support to stand out from the competition.

2 FEATURE SET 2: ONBOARD AND ENGAGE WITH CLIENTS

(What it is)
Self-service tools and full-service support to aid with all aspects of onboarding, including necessary business structure set up, background screening, and assistance with completing requirements.

(What you get)
Streamlined and more transparent processes that reduce the effort required to get to work on enterprise client projects.

3 FEATURE SET 3: MANAGE FINANCIAL TRANSACTIONS

(What it is)
Centralized tools and expert support to manage financial transactions between you and your client — from submitting time and expenses to tracking invoices and payments.

(What you get)
Reduce administrative tasks and increase operational efficiency so you can maximize your take-home pay and operate your business with greater ease.

4 FEATURE SET 4: BUILD AND MANAGE YOUR BUSINESS

(What it is)
Value-added services to aid you in running and growing your independent business.

(What you get)
Tap into MBO's extensive resources, delivering access, community, and support that free you to work in your business, not on it.

TALENT BRAND EXAMPLES:

LEVEL 5, INDIVIDUAL PRODUCT FEATURES

TECHNOLOGY INFRASTRUCTURE	FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS	ONBOARD AND ENGAGE WITH CLIENTS	MANAGE FINANCIAL TRANSACTIONS	MANAGE AND BUILD YOUR BUSINESS
	PROPRIETARY TECHNOLOGY PLATFORM: MBO PORTAL ONE PLACE FOR YOU TO MANAGE YOUR ENTIRE MBO EXPERIENCE			
	MARKETPLACE	ONBOARDING CENTER	FINANCIAL PLATFORM	N/A
MBO ACCESS FEATURES	Create a profile to market to top clients	Get easy access to client and legal requirements needed to start work	Facilitate time and expense entry and invoicing	Gain access to independent-specific content, events and webinars
	Browse and apply to projects	Verify your status for critical client or legal requirements	Call on dedicated support for client pay processes	Connect with like-minded independent professionals at our community gatherings
	Build relationships with clients via company homepages	Satisfy unmet requirements	Expedite payments with MBO accelerated pay	Advance your web presence
MBO ADVANTAGE FEATURES	Promote yourself with a specialty profile badge	Receive a clear list of tasks required to get to work	Secure discounted tax-preparation services	Solidify your business with a custom entity assessment and consultation services
	Bolster your pipeline with proactive opportunity search	Access secure and portable certification storage	Receive customized invoicing to out-of-network clients	Receive ongoing financial check-ups and consultation
	Stand out with strategic promotion to in-network clients	Receive expert support for onboarding		
		Set up projects for out-of-network clients including contract review	Gain advanced support to manage payments	Elevate the financial reporting for your business

FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: Marketplace

This is MBO Partners' exclusive marketplace of top-tier projects from our network of preferred clients. It eliminates the middleman between you and client managers, providing easy, consolidated access to coveted projects without steep staffing markups that minimize your earnings.
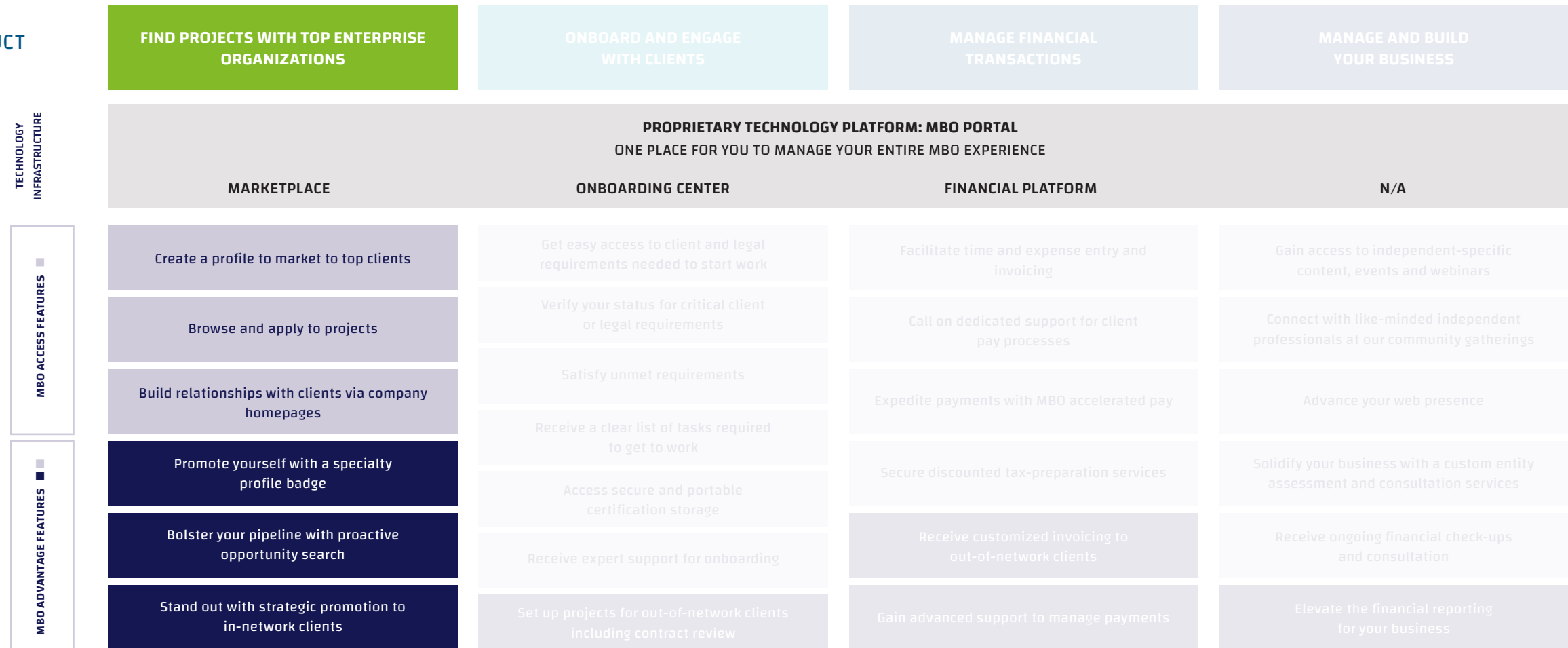
MBO ACCESS FEATURES

Create a **profile to market to top clients**

Showcase your skills and experience to companies looking for independent talent. Develop a marketplace profile that highlights your expertise and attracts the attention of organizations seeking your unique mix of abilities. Based on your profile, our matching algorithm connects you with projects that are the right fit.

Browse and **apply to projects**

Pursue your ideal projects and communicate directly with managers. Easily find and apply for projects through the marketplace. Managers who consider you a good fit will then reach out directly to move forward.

Build **relationships with clients** via company homepages

Through our marketplace, connect with MBO's network of Fortune 100 companies looking for top independent talent. Engaging a client through MBO makes it easier for them to re-engage you for future work. Each project you complete with a client in our network boosts your credibility and helps you stand out from other consultants with similar skills.

MBO ADVANTAGE FEATURES

Promote yourself with a **specialty profile badge**

Build trust with client managers by letting them know you are vetted to work with an organization of their size and caliber. A badge on your profile indicates your area of focus and experience to our premier network of clients.

Bolster your pipeline with **proactive opportunity search**

Get personalized match-making assistance from an MBO advisor who will identify top projects from our network of preferred client organizations. Gain priority treatment and visibility into open opportunities, so sought-after projects are brought right to you.

Stand out with **strategic promotion** to in-network clients

Advance to the head of the pack. In addition to premium placement in the marketplace and proactive project identification, our talent advocates will provide strategic promotion amongst our enterprise clients.

| LEVEL 1: BRAND POSITIONING |
| LEVEL 2: BRAND PILLARS |
| LEVEL 3: OFFERINGS |
| LEVEL 4: PRODUCT FEATURE SET |
| **LEVEL 5: INDIVIDUAL PRODUCT FEATURES** |

TALENT BRAND EXAMPLES:
LEVEL 5, INDIVIDUAL PRODUCT FEATURES

TECHNOLOGY INFRASTRUCTURE

	FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS	ONBOARD AND ENGAGE WITH CLIENTS	MANAGE FINANCIAL TRANSACTIONS	MANAGE AND BUILD YOUR BUSINESS
	PROPRIETARY TECHNOLOGY PLATFORM: MBO PORTAL ONE PLACE FOR YOU TO MANAGE YOUR ENTIRE MBO EXPERIENCE			
	MARKETPLACE	ONBOARDING CENTER	FINANCIAL PLATFORM	N/A
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	Bolster your pipeline with proactive opportunity search	Access secure and portable certification storage	Receive customized invoicing to out-of-network clients	Receive ongoing financial check-ups and consultation
	Stand out with strategic promotion to in-network clients	Receive expert support for onboarding	Gain advanced support to manage payments	Elevate the financial reporting for your business
		Set up projects for out-of-network clients including contract review		

ONBOARD AND ENGAGE WITH CLIENTS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: Onboarding center

The onboarding center is a self-service onboarding experience that helps you get to work quickly. We integrate with your client's systems and provide transparency into the process, so you spend less time and effort navigating complex enterprise client onboarding processes.

MBO ACCESS FEATURES

Get easy access to client and legal requirements needed to start work
Gain clarity on work specifications. We quickly assess legal and client requirements and assist you in qualifying for your project through one, single point of contact.

Verify your status for critical client or legal requirements
Know where you stand. We'll review all essential documentation to confirm that you meet the requirements needed for onboarding. These include insurance certifications, W-9 forms, business structure documents, and other necessary files.

Satisfy unmet requirements
Call on our team to make sure your business has the correct documentation and coverage for every project.

Receive a clear list of tasks required to get to work
Reduce your legwork with an outline that details exactly what steps are needed to get you working — and billing — as quickly as possible.

Access secure and portable certification storage
Streamline onboarding for your next project. We capture and securely store all required documentation so you can get to work faster on future projects.

Receive expert support for onboarding
Get the help you need to get to work quickly. Our team of experienced specialists and our self-service help portal act as a bridge between you and your client — ensuring that each engagement meets both your business needs as well as your client's requirements. Together, you'll complete onboarding with maximum efficiency, avoiding the confusion, complications, and unnecessary roadblocks that can get in the way.

MBO ADVANTAGE FEATURES

Set up projects for out-of-network clients, including contract review
Leverage MBO's expertise for any client with whom you engage. When you work with an organization outside of our network, we'll provide contract review and a customized implementation plan.

LEVEL 1:
BRAND POSITIONING

LEVEL 2:
BRAND PILLARS

LEVEL 3:
OFFERINGS

LEVEL 4:
PRODUCT FEATURE SET

LEVEL 5:
INDIVIDUAL PRODUCT FEATURES

TALENT BRAND EXAMPLES:
LEVEL 5, INDIVIDUAL PRODUCT FEATURES

	FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS	ONBOARD AND ENGAGE WITH CLIENTS	MANAGE FINANCIAL TRANSACTIONS	MANAGE AND BUILD YOUR BUSINESS
PROPRIETARY TECHNOLOGY PLATFORM: MBO PORTAL ONE PLACE FOR YOU TO MANAGE YOUR ENTIRE MBO EXPERIENCE				
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	Build relationships with clients via company homepages	Satisfy unmet requirements	Expedite payments with MBO accelerated pay	Advance your web presence
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	Bolster your pipeline with proactive opportunity search	Access secure and portable certification storage	Receive customized invoicing to out-of-network clients	Receive ongoing financial check-ups and consultation
	Stand out with strategic promotion to in-network clients	Set up projects for out-of-network clients including contract review	Gain advanced support to manage payments	Elevate the financial reporting for your business

MANAGE FINANCIAL TRANSACTIONS

TECHNOLOGY INFRASTRUCTURE

Proprietary technology platform: Financial platform
Our financial platform consolidates your expense, time, invoicing, and payment management into one integrated system. We provide tools and support for entering time and expenses as well as tracking payments. And we automatically transfer information from MBO to our in-network clients' systems of record so you don't have to manage multiple platforms.

MBO ACCESS FEATURES

Facilitate time and expense entry and invoicing
Bypass the burdens around getting paid. With a deep understanding of your client's terms and requirements, we help you manage all aspects of payment — from time and expense entry to invoicing and collection — to ensure you get paid accurately and on schedule.

Call on dedicated support for client pay processes
Tap into our expertise. Our dedicated customer support team provides a single point of contact to answer your questions and help resolve client issues, including work entry, expenses, invoicing, and payment.

Expedite payments with MBO accelerated pay
Get paid without extra waiting. With MBO accelerated pay, we will issue your payments for in-network clients within 10 days of invoicing, regardless of your client's payment terms.

Secure discounted tax-preparation services
Save time, effort, and money with convenient, discounted tax preparations. You'll receive online access and direct, live support, so help is available whenever you need it.

MBO ADVANTAGE FEATURES

Receive customized invoicing for out-of-network clients

Make getting paid a breeze with branded, customized invoices.

Gain advanced support to manage payments

Get assistance with client accounts receivable and invoice collection management, and advance payment terms where available.

LEVEL 1:
BRAND POSITIONING

LEVEL 2:
BRAND PILLARS

LEVEL 3:
OFFERINGS

LEVEL 4:
PRODUCT FEATURE SET

LEVEL 5:
INDIVIDUAL PRODUCT FEATURES

TALENT BRAND EXAMPLES:

LEVEL 5, INDIVIDUAL PRODUCT FEATURES

BUILD AND MANAGE YOUR BUSINESS

TECHNOLOGY INFRASTRUCTURE

FIND PROJECTS WITH TOP ENTERPRISE ORGANIZATIONS	ONBOARD AND ENGAGE WITH CLIENTS	MANAGE FINANCIAL TRANSACTIONS	MANAGE AND BUILD YOUR BUSINESS
PROPRIETARY TECHNOLOGY PLATFORM: MBO PORTAL — ONE PLACE FOR YOU TO MANAGE YOUR ENTIRE MBO EXPERIENCE			
MARKETPLACE	ONBOARDING CENTER	FINANCIAL PLATFORM	N/A

MBO ACCESS FEATURES

Create a profile to market to top clients	Get easy access to client and legal requirements needed to start work	Facilitate time and expense entry and invoicing	Gain access to independent-specific content, events, and webinars
Browse and apply to projects	Verify your status for critical client or legal requirements	Call on dedicated support for client pay processes	Connect with like-minded independent professionals at our community gatherings
Build relationships with clients via company homepages	Satisfy unmet requirements	Expedite payments with MBO accelerated pay	Advance your web presence

MBO ADVANTAGE FEATURES

Promote yourself with a specialty profile badge	Receive a clear list of tasks required to get to work	Secure discounted tax-preparation services	Solidify your business with a custom entity assessment and consultation services
Bolster your pipeline with proactive opportunity search	Access secure and portable certification storage	Receive customized invoicing to out-of-network clients	Receive ongoing financial check-ups and consultation
Stand out with strategic promotion to in-network clients	Set up projects for out-of-network clients including contract review	Gain advanced support to manage payments	Elevate the financial reporting for your business

---

MBO ACCESS FEATURES

Gain access to independent-specific content, events, and webinars

Get exclusive access to dedicated content and events created specifically for MBO's most enterprising independent professional clients. You'll receive advanced business tips, private dinner invitations, requests to participate in focus groups, and more.

Connect with like-minded independent professionals at our community gatherings

Take part in our independent professional community events where we'll provide content that enhances your business acumen and opportunities to network with your peers.

MBO ADVANTAGE FEATURES

Advance your web presence

Leverage MBO's partnership with Squarespace to create a website and professional domain for one year, free of charge. Set up your website and we'll provide two hours of complimentary polishing — including design assistance, copywriting, and editing.

Solidify your business with a custom entity assessment and consultation services

Make sure you are primed for work with top enterprises. We'll provide a thorough review of your business set-up, including financial and retirement considerations, and develop a custom plan to ensure your independent entity is ready to engage. Our customized assessment and consultation results in an enterprise-grade compliance file documenting your self-employed status. This may include items like LLC and EIN creation, business insurance set-up, and a digital strategy consultation. It will also provide access to our world-class network of MSAs and clients.

Receive ongoing financial check-ups and consultation

Get semi-annual business performance reviews with a dedicated staff specialist.

Elevate the financial reporting for your business

Evaluate your ongoing performance with a financial management dashboard. See real-time reporting and gain a view into expense management and payroll status, including tracking and managing transactions for external accounts.

Before and after messaging examples

In this section, you'll find before and after examples that demonstrate our messaging in action. From our masterbrand boilerplate and our website homepage to talent-facing email communications, each of these shows how we are applying the messaging principles and content that reinforce the MBO brand.

MBO partners®

BEFORE

MBO Partners has the industry's only complete business operating system for independent workers, offering technology solutions that make it easy for self-employed professionals and their clients to do business. By re-envisioning and streamlining the entire contract talent acquisition and engagement lifecycle, MBO improves how independents operate and succeed while helping enterprises reduce risk and get the best return on their contractor investments.

AFTER

MBO Partners delivers solutions that make it safer and easier for enterprise organizations and top independent professionals to work together. Through its proprietary platform, MBO has built a comprehensive workforce ecosystem that fuels both sides of the independent economy. MBO strengthens relationships, minimizes risk, and maximizes value for its clients. Its unmatched experience and industry leadership enable it to operate on the forefront of the independent economy and consistently advance the next way of working.

BEFORE AND AFTER MESSAGING EXAMPLES: MBO WEBSITE HOMEPAGE

BEFORE

AFTER

BEFORE AND AFTER MESSAGING EXAMPLES:

PWC + MBO — TALENT EXCHANGE WORK ARRANGEMENT SURVEY AND MBO INTRODUCTION EMAIL

BEFORE

TALENT EXCHANGE WORK ARRANGEMENT SURVEY

Before you can engage with roles on the Talent Exchange, we need you to take a brief survey so our service provider, MBO Partners, can determine which work arrangement and tax classification best fit your preferences and experience.

Allow about five minutes to complete this survey. Note: if you exit before submission, your responses will be lost.

IS IT REQUIRED?
You may browse open roles in the Talent Exchange without completing this survey, but you can't show interest or engage on a role until you do. Plus, completing the survey enables PwC teams to consider you for roles.

IS IT CONFIDENTIAL?
Yes. Only our independent service provider, MBO Partners, sees your responses.

WHAT HAPPENS NEXT?
You'll immediately receive an email from MBO explaining which of its work arrangements is likely the best fit for you. (You may discuss other arrangements with MBO if you wish, but note that some carry eligibility requirements.)

When you accept a role through the Talent Exchange, MBO confirms your work arrangement and manages your onboarding, payment, day-to-day support, and more.

AFTER

TALENT EXCHANGE WORK ARRANGEMENT SURVEY

The first step for making yourself eligible for challenging and rewarding roles on the Talent Exchange is to determine your work arrangement and tax classification.

To make this determination, we need you to take a brief survey. Our service provider, MBO Partners, uses your answers to identify which work arrangement and tax classification best fits your preferences and experience. As a leading provider of business management solutions for independent professionals, MBO Partners has been selected to help you navigate PwC's onboarding and administrative processes. Their in-depth knowledge of independence regulations, as well as PwC's business requirements, make for a more seamless process — so you can stay focused on your work, knowing everything is in order.

Allow about five minutes to complete this survey. Please note that if you exit before submission, your responses will be lost. MBO will be in touch shortly to get you started. If you want more detail about this process, read below!

[Sign off]

IS THE WORK ARRANGEMENT SURVEY REQUIRED?
You may browse open roles in the Talent Exchange before completing this survey, but you won't be able to show interest or engage on a role. In addition to deepening your access to opportunities, completing the survey makes you visible to PwC teams who can consider you for roles.

IS IT CONFIDENTIAL?
Yes. Only MBO Partners sees your responses. They are used solely to determine your recommended work arrangement and tax classification.

WHAT HAPPENS NEXT?
You'll immediately receive an email from MBO explaining which of its work arrangements is the best fit for you. You may be eligible for certain benefits, such as a 401(k), expense management, indemnification, and more, depending on your work arrangement. You are welcome to discuss other work arrangements options with MBO if you wish, but please note that some carry eligibility requirements.

When you accept a role through the Talent Exchange, MBO will confirm your work arrangement, facilitate the rest of your onboarding process, provide day-to-day support with tasks such as invoice payments and expense reimbursement, and more.

BEFORE

Congratulations!

Dear [INDEPENDENT NAME],

[CLIENT MANAGER NAME] and team have reviewed the independent talent available in the Talent Exchange and are pleased to inform you that you have been selected for the [ROLE NAME] role.

This assignment has an anticipated start date of [MM/DD/YYYY] and an anticipated end date of [MM/DD/YYYY]. The total offered rate for this project is [$000/hour]. We currently anticipate that your work arrangement will be [WORK ARRANGEMENT NAME], which carries a [X.X%] service fee. Please note: As some work arrangements require validation, this work arrangement — and the associated fee — are subject to change once you are selected for the role. The total offered rate above, however, does not change.

As such, the rate funded to your business would be [$XXX.XX].

Please review the role details below and let us know within 72 hours if you would like to accept the role.

[ROLE CARD]

If you accept this role, you will be contacted within three days by MBO Partners, our service provider, to discuss additional details regarding the assignment and to begin the onboarding process.

Thank you and congratulations again!

Best,
[CLIENT MANAGER NAME] and the Talent Exchange team

Under no circumstances will this letter be construed as an offer of employment or a contract of employment with PwC. You are not and shall not be considered an employee of PwC and are not entitled to any wages, fringe benefits, or employment rights from PwC including but not limited to group insurance, health plans, disability insurance, paid time off, or overtime pay.

AFTER

Congratulations!

Dear [INDEPENDENT NAME],

[CLIENT MANAGER NAME] and team are pleased to inform you that you have been selected for the [ROLE NAME] role in the Talent Exchange.

This assignment has an anticipated start date of [MM/DD/YYYY] and an anticipated end date of [MM/DD/YYYY]. The total offered rate for this project is [$000/hour]. We currently anticipate that your work arrangement will be [WORK ARRANGEMENT NAME], which carries a [X.X]% service fee. This fee provides for the benefits and support delivered by our service provider, MBO Partners. This includes [SERVICES PROVIDED; CHANGES BASED ON WORK ARRANGEMENT] while you perform this role.

Please note: Your [WORK ARRANGEMENT NAME] work arrangement — and the associated fee — still need to be confirmed now that you have been selected for the role. MBO will finalize this as part of the onboarding assistance they provide. Regardless of work arrangement, the total offered rate above does not change.

Under the [WORK ARRANGEMENT NAME] arrangement, the rate funded to your business would be [$XXX.XX]. This is calculated as your offered rate minus the [X.X]% service fee.

Please review the role details below and let us know within 72 hours if you would like to accept the role.

[ROLE CARD]

If you accept this role, MBO Partners will contact you within three days to discuss additional details regarding the assignment and to get the onboarding process started.

Thank you and congratulations again!

Best,
[CLIENT MANAGER NAME] and the Talent Exchange team

Under no circumstances will this letter be construed as an offer of employment or a contract of employment with PwC. You are not and shall not be considered an employee of PwC and are not entitled to any wages, fringe benefits, or employment rights from PwC including but not limited to group insurance, health plans, disability insurance, paid time off, or overtime pay.

BEFORE

Welcome to the team.

Dear [INDEPENDENT NAME],

Congratulations! We are so happy you've chosen to accept the [ROLE NAME] role. Challenging and rewarding work awaits you.

Our service provider, MBO Partners, will contact you soon to start the onboarding process in advance of the anticipated start date of [MM/DD/YYYY]. If you have not done so already, you must complete the following steps before you can begin work:

Onboarding requirements:

- Work arrangement confirmation
- Background check, unless you have completed one for the Talent Exchange within the last 12 months
- PwC compliance
- Any additional requirements based on your work arrangement (as determined by MBO Partners), including but not limited to:
  - I-9 employment verification form
  - Online Enrollment
  - General Services Agreement

Do not book travel, pick up a laptop, or begin work until you have: a) completed all onboarding requirements; AND b) received confirmation from the PwC Engagement Team with start details.

If you have any questions regarding your onboarding status, you can call 1 (877) PwC-6010 and select option 2 for MBO Partners. For other questions about the project, contact your engagement manager:

[CLIENT MANAGER NAME]
[CLIENT MANAGER TITLE]
[CLIENT MANAGER EMAIL ADDRESS]

We look forward to working with you.

Best regards,
The Talent Exchange Team
TalentExchange@us.pwc.com

AFTER

Welcome to the team.

Dear [TALENT NAME],

Congratulations! We are so happy you've chosen to accept the [ROLE NAME] role. Challenging and rewarding work awaits you.

Our service provider, MBO Partners, will contact you in the next three days to start the onboarding process in advance of the anticipated start date of [MM/DD/YYYY]. They are here to help you get to work as quickly and easily as possible.

If you have not done so already, you must complete the following steps before you can start on this project. To meet onboarding requirements, MBO Partners will:

- Coordinate your background check, unless you have completed one for the Talent Exchange within the last 12 months (it is important to start with this requirement as it takes an average of five days)
- Check that you have completed PwC compliance, which will be sent to you within two days
- Make sure you are enrolled with MBO Partners and have completed their General Services Agreement to facilitate your project payments
- Confirm that you have the correct work arrangement; this may include completing additional requirements, such as an I-9 employment verification form

Do not book travel, pick up a laptop, or begin work until you have: a) completed all onboarding requirements; AND b) received confirmation from the PwC Engagement Team with start details.

If you have any questions about the onboarding process, you can always call 1 (877) PwC-6010 and select option 2 for MBO Partners. For other questions about the project, contact your engagement manager:

[CLIENT MANAGER NAME]
[CLIENT MANAGER TITLE]
[CLIENT MANAGER EMAIL]

We are looking forward to working with you.

Best regards,
The Talent Exchange Team
TalentExchange@us.pwc.com

OUR VISUAL IDENTITY:

The elements of our visual system

MBO partners®

Connected, collaborative, consistent.

The new MBO visual identity is grounded in the connections we make to enable our clients to succeed. Our identity is the embodiment of this interconnection and reflects our role in it.

In this section, you'll find guidelines for implementing each element of MBO's visual identity. Faithful and consistent application of these guidelines will help ensure brand recognition and awareness.

It is essential that we uphold and protect the integrity of our visual identity, as it is the physical manifestation of our brand and a cornerstone of effective communications.

The section following this one includes annotated examples for applying and extending the visual identity across marketing applications. If you are working on a project that requires a use not covered within this section, consult with McLean Robbins or a member of the MBO marketing team to ensure that your project falls within acceptable brand standards.

MBO logo

USING THE MBO LOGO

The original MBO flag logo is a symbol of MBO's legacy and brand recognition, and a key ingredient in the visual identity outlined in the following pages.

The MBO logo consists of two parts: the MBO flag and the accompanying typographic descriptor, partners.

DO NOT ATTEMPT TO REDRAW, RECREATE, OR ALTER THE LOGO.

ALWAYS USE SUPPLIED LOGO FILES.

LOGO REPRODUCTION

POSITIVE
The MBO logo may appear in positive in MBO Red or Black.

REVERSE
The MBO logo may appear in reverse (white) on any of the masterbrand palette colors and on gradients that provide sufficient contrast.

MINIMUM REPRODUCTION SIZE

Do not reproduce the logo at a size smaller than indicated for each logo version. Doing so may result in legibility issues and compromised reproduction quality.

.375" OR 36 PIXELS

CLEAR SPACE REQUIREMENTS

Clear space refers to the area of isolation the logo requires to ensure it will be easily read and recognized.

The clear space surrounding the mark should always be equal to or greater than proportions shown **[½X]**.

To calculate the clear space requirement, determine the target height of the MBO logo and add half that number on each side to create an area of isolation.

DO NOT PLACE OTHER ELEMENTS IN THE AREA OF ISOLATION.

1/2 X

x
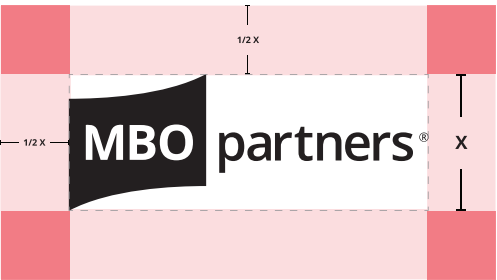
UNACCEPTABLE LOGO USE

EXCEPTIONS

1

Do not change the logo colors.

2

Do not disproportionately scale or distort the logo in any way.

3

Do not fill the logo with a gradient.

4

Do not use the logo as an image mask.

5

Do not outline the logo.

6

Do not alter the logo in any way.

MBO brand patterns

BUILDING ON THE MBO MASTERBRAND

The patterns on this page are the signature graphic element of the MBO talent brand visual system. They are all built from the MBO flag, the most iconic symbol of the MBO brand. The repetition of the flag creates an interconnection between each line and shape. It represents the intersection of MBO's clients' ambitions and MBO's expertise — and how complexity can be harnessed as something powerful and singular.

Collectively, the brand patterns demonstrate the many unique ways that MBO activates insight and experience on behalf of its clients to provide them with business and competitive advantage.
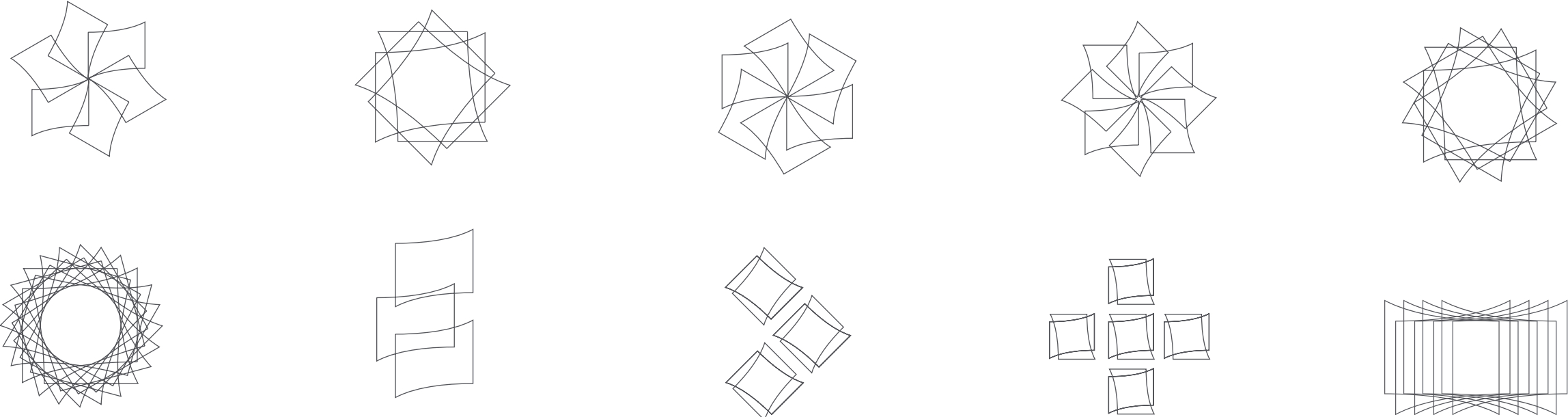
APPLYING COLOR TO THE PATTERNS

When applying color to brand patterns, select colors from the primary, secondary, or accent color palette on page 47. Ensure your selections are harmonious within the context of your design.

Do not use MBO Red in brand patterns.
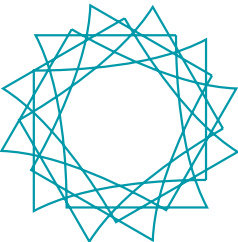
ONE COLOR APPLICATION

In instances where you need to keep communication and production simple, a single color can be applied to the pattern.
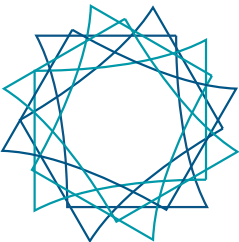
TWO COLOR APPLICATION

In instances where you want to create overlapping patterns or a pattern-within-a-pattern effect, consider applying two colors in alternating order.
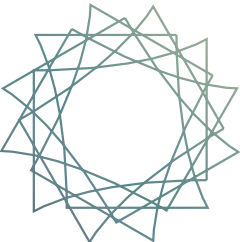
GRADIENT COLOR APPLICATION

In instances where you want a fluid and dynamic expression, consider applying a gradient fill to your pattern. To add a gradient, make a compound path of your chosen pattern and fill it with your gradient.

MBO brand patterns

HOW TO USE BRAND PATTERNS

The MBO brand patterns are made through repetition of the MBO flag. They can be created by simply repeating the flag shape in a single orientation or by rotating it along different axis points. While there are nearly limitless patterns that can be created this way, core patterns are available in a library of .eps, .png, and .jpg formats that are ready-to-use across different applications.

Follow specific directions for guidance on how to crop, layer, and adjust opacity to create compositions for a variety of applications.

Request access to the pattern library from the MBO marketing team on Google Drive.

PRODUCTION CONSIDERATIONS

For 4-color process printing, ensure the line weight of your pattern is at least 1.25 points thick. Only apply color to lines less than 1.25 points thick if you are printing spot colors.

In digital applications, take care to ensure your pattern line weights are visible at the smallest target resolutions of your application.

PATTERN REPETITION AND OPACITY

The talent brand patterns lend themselves to repetition. Experiment with shifting sizes and positions. When exploring this technique, remember a single repetition of the pattern can go a long way.

Once you have a pleasing composition, explore changing the opacity or transparency of the patterns to create depth and interest.

The example below uses opacities of 20% for the larger element and 60% for the smaller element.

While you may overlay typography over patterns, do not overlay patterns with other graphics, such as charts, diagrams, or icons.

When adjusting opacity, start in increments of 20% (e.g., 20%, 40%, 60%, 80%, 100%). Patterns on lighter gradient backgrounds will require more opacity than patterns on darker gradient backgrounds.

FIG. 1

CROPPING PATTERNS

The examples below demonstrate how the same pattern can be cropped differently to create dynamic compositions.

When working with other brand elements like photography and typography, consider how each element relates to the other.
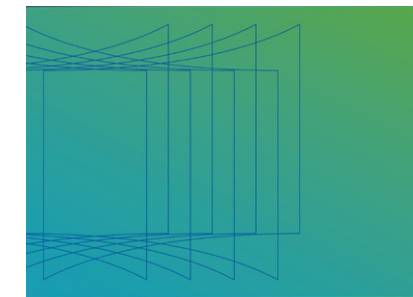
FIG. 2
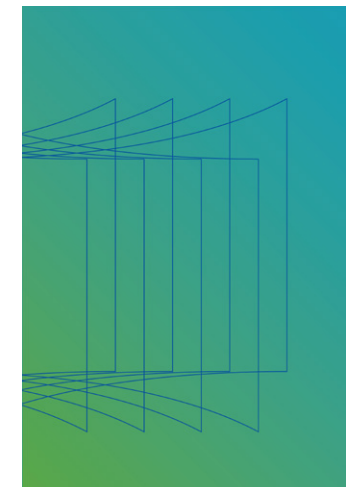
FIG. 3

UNACCEPTABLE USES

Below are some rules to follow when working with brand patterns.
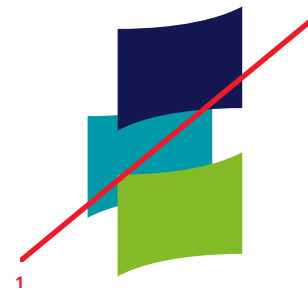
1
Do not fill patterns with color.
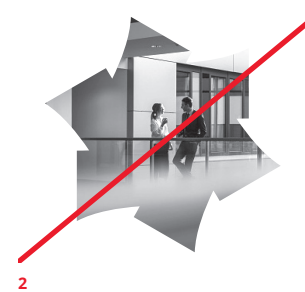
2
Do not use patterns as an image mask.
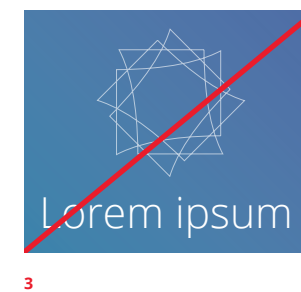
3
Do not use uncropped patterns unless they are in a composition with a larger, cropped pattern in the background as shown in Fig. 1 on this page. In such instances, ensure the pattern composition supports your message.
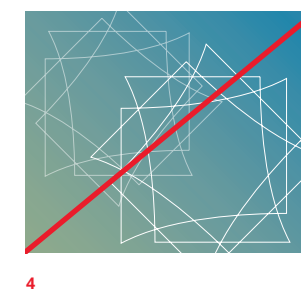
4
Do not overlap patterns of the same or similar scale. Always use the same pattern at substantially different sizes and use a greater opacity on the smaller of the two.
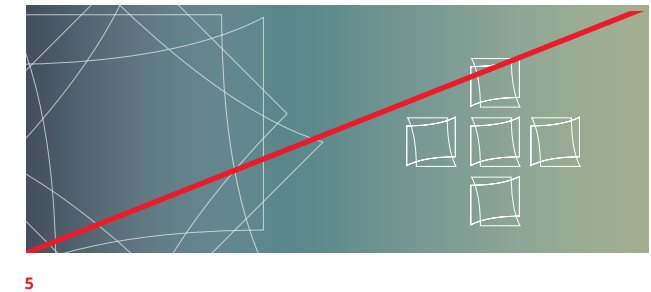
5
Do not mix more than one pattern style in a composition.

Graphic elements: icons, charts and graphs, and supporting graphics

GRAPHIC ELEMENT STYLE

To support the light, open, and modern tone of the MBO brand, additional design elements are available to enhance communications via data visualization, frame digital experiences, and provide context while navigating documents and digital executions.

CHARTS AND GRAPHS
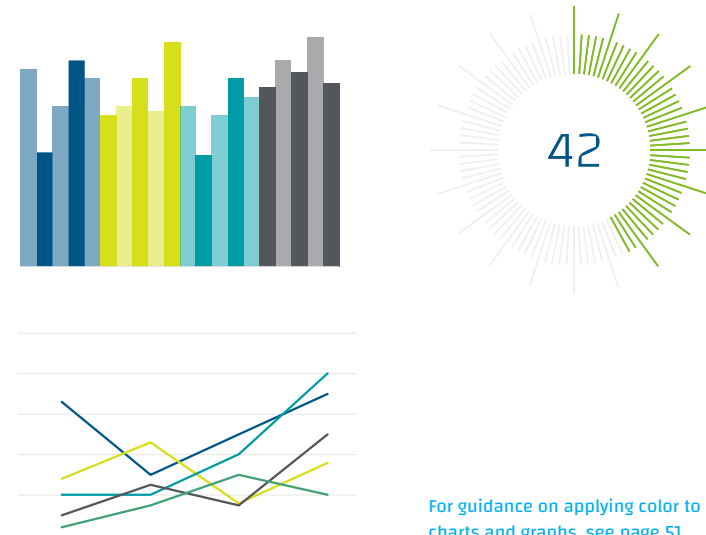
For guidance on applying color to charts and graphs, see page 51.

CHARTS AND GRAPHS

MBO chart styles are based in simple line work. Different line weights and qualities allow for a broad range of possible expressions, but all should relate visually to the linear quality of the brand patterns and typography. Because charts are display elements, they should be annotated with Changa, rather than Open Sans.

DEVICE FRAMES

When presenting digital experiences internally or externally, opt for simple, wireframe illustrations of digital devices. Simple renditions of devices help put the focus on your content instead of a particular device or technology.

DEVICE FRAMES
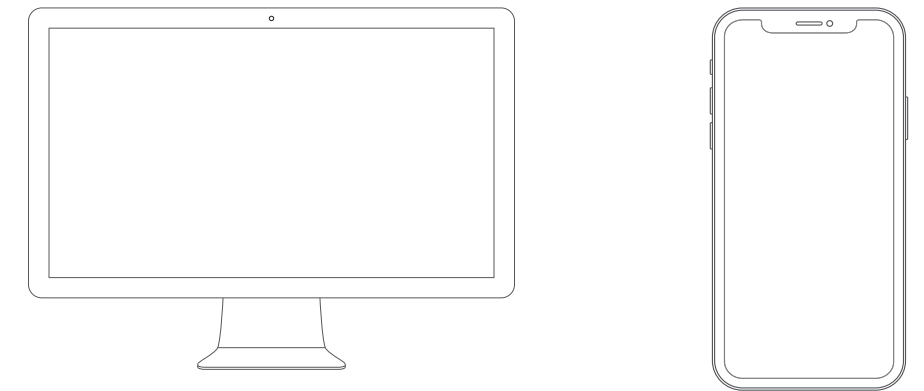
ICONOGRAPHY

A collection of mono-line icons have been sourced to complement the other graphic elements of the visual identity. A wide range of more than 600 icons across a variety of subject areas are available for use within the masterbrand.

Use icons across marketing applications to add context and visual interest to content including digital marketing pieces like MBOpartners.com, promotional emails, or documents. Icons may be customized by coloring with MBO brand colors (see page 51 for examples).

These icons may not be appropriate for user interface contexts, like apps, as they may not be legible at smaller sizes. However, this set is a great basis for developing or sourcing additional icons.

ICONOGRAPHY

DO NOT USE ICONS AT SIZES SMALLER THAN .25" OR 24 PIXELS TALL.

ICONS ARE AVAILABLE IN THE IMAGE REPOSITORY ON THE MBO MARKETING GOOGLE DRIVE. CONTACT MARKETING FOR ACCESS.

Color: master palette

MBO MASTER PALETTE

The color palette is all about creating connection. While each color can be used individually in typography and illustration, this palette was developed to create gradients that expand on the idea of interconnection.

MBO Red should be used sparingly and any use outside of the logo should be for small accents that require visual connection to the MBO logo.

The primary palette is the preferred color palette. Use these colors to create rich and dynamic gradients and command attention. Blue and Turquoise from the primary palette and Indigo from the secondary palette may be used for headline and sub-head messages. Use Lime from the primary palette to draw attention to key page elements.

Reserve accent colors for instances where your content might benefit from a pop of color, or for design elements such as charts or quote call-outs that require differentiation.

For examples of how to use color in specific contexts, refer to the master templates or the examples on pages 58–67.

RESERVED

MBO RED*
PMS 201 C   R157 G34 B53
C7 M100 Y68 K32   HEX #9D2235

PRIMARY PALETTE

BLUE*
PMS 7692C   R0 G85 B135
C100 M45 Y0 K45   HEX #005587

TURQUOISE**
PMS 320C   R0 G156 B166
C96 M0 Y31 K2   HEX #009CA6

LIME
PMS 368C   R120 G190 B32
C65 M0 Y100 K0   HEX #78BE20

SECONDARY

INDIGO*
PMS 274C*   R33 G21 B81
C100 M100 Y7 K38   HEX #211551

ACCENTS
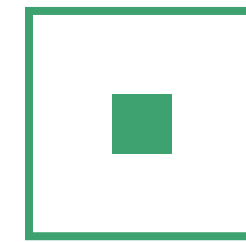
GREEN
PMS 2417 CP   R61 G161 B112
C79 M7 Y71 K2   HEX #3DA170
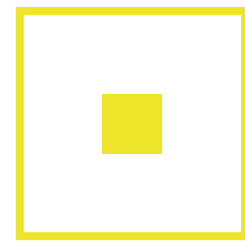
YELLOW
PMS 388 C   R215 G222 B26
C20 M1 Y100 K0   HEX #D7DE1A

* W3CAG AAA Compliant — Approved for use on body text on digital applications

** W3CAG AA Compliant — Approved for use on text 14pt or larger on digital applications and on user interface components

Color: neutral palette

MBO NEUTRAL PALETTE

The neutral palette provides a wide range of colors that can be used for typography in the body of documents (1-2); in presentations to accent (3-4) a color; and applied as background colors in text blocks (5-6).

For guidance on how these colors should be used, refer to the master templates or the examples on pages 58-67.

NEUTRAL PALETTE

NEUTRAL 1*

PMS 419 C	R33 G35 B34
C86 M70 Y69 K95	HEX #212322

NEUTRAL 2*

PMS Cool Gray 11C	R83 G86 B90
C44 M34 Y22 K27	HEX #53565A

NEUTRAL 3**

PMS Cool Gray 9C	R117 G120 B123
C30 M22 Y17 K57	HEX #75787B

NEUTRAL 4

PMS Cool Gray 3C	R200 G201 B199
C8 M5 Y7 K16	HEX #C8C9C7

NEUTRAL 5

PMS Cool Gray 1C	R217 G217 B214
C4 M2 Y4 K8	HEX #D9D9D6
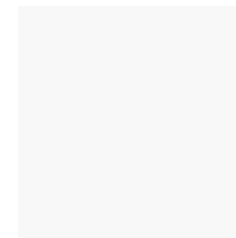
NEUTRAL 6

Not Suitable for	R248 G248 B248
Print Applications	HEX #F8F8F8

* W3CAG AAA Compliant — Approved for use on body text on digital applications

** W3CAG AA Compliant — Approved for use on text 14pt or larger on digital applications and on user interface components

Color: working with ratios

COLOR RATIOS

The MBO master palette provides a wide range of possible combinations and offers flexibility when creating marketing communications. When working with the palette, keep the following guidelines in mind:

- Primary colors should comprise approximately 80–90% of color in any new content creation.
- The use of the secondary color is optional, and can provide contrast when used in conjunction with the primary color palette. When used, the secondary color should comprise 10–20% of color in new content creation.
- Use accent colors sparingly. Accents should comprise 0–5% of color in content creation.

80-90% **<20%** **<5%** **<5%**

80-90% **<20%** **<5%** **<5%**

80-90% **<20%** **<5%**
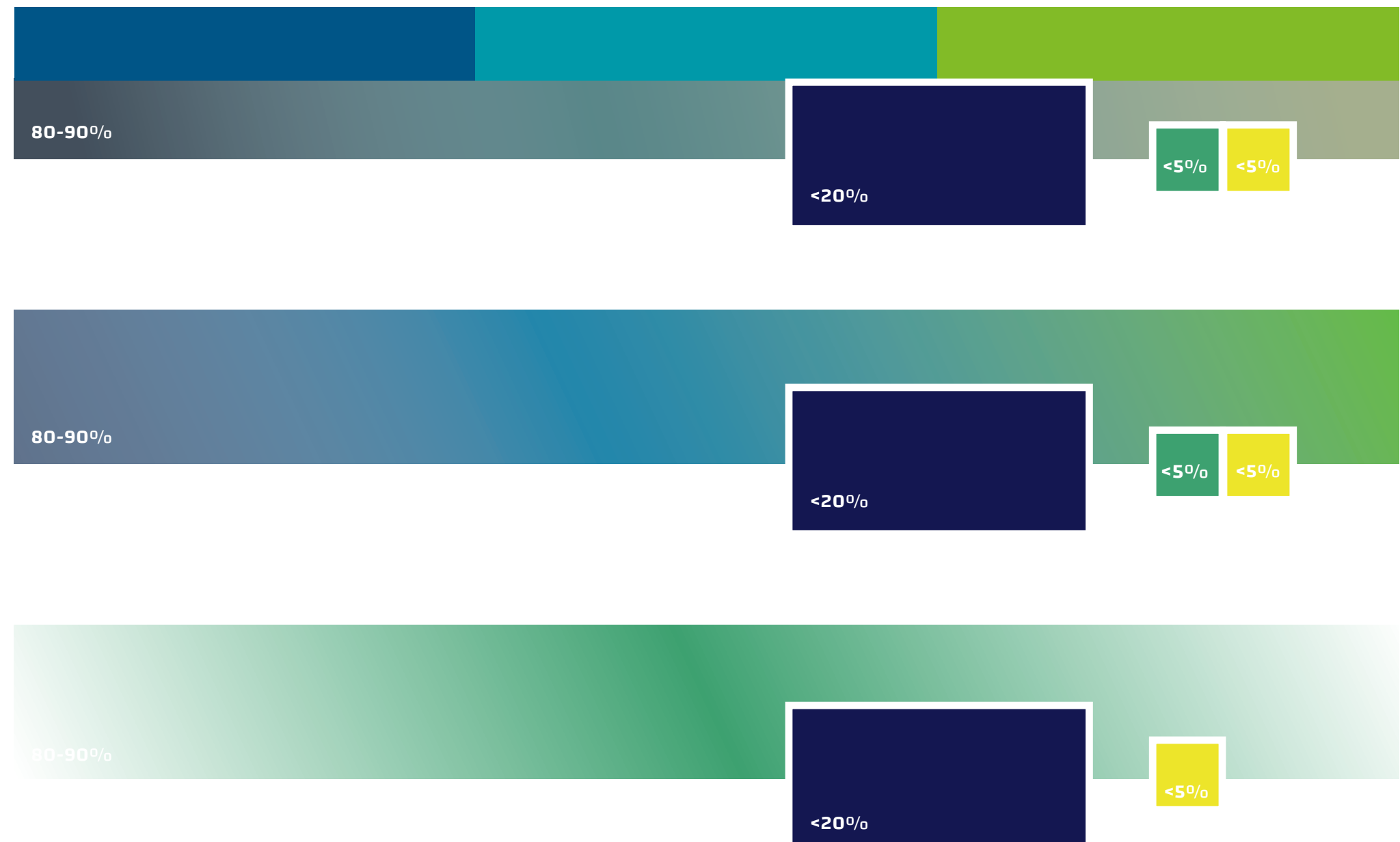
Color: working with gradients

WHEN AND HOW TO USE GRADIENTS

When used appropriately, gradient blends offer impact, dynamism, and can command a viewer's attention. They are a key component of MBO's brand and add emphasis and interest to messages, patterns, and photography.

PRIMARY AND SECONDARY GRADIENTS

A collection of ready-to-use primary and secondary gradients are available for use on marketing materials. These sets provide a good starting point for working with gradients and will suffice for most applications. In the event your project may benefit from a more custom color treatment, refer to the section below.

PRIMARY

A) BLUE > TURQUOISE > LIME (GRADIENT ANGLE = 25°)

B) TURQUOISE > GREEN > LIME (GRADIENT ANGLE = 25°)

C) BLUE > TURQUOISE (GRADIENT ANGLE = 25°)

PRIMARY GRADIENT USES:

A) BLUE > TURQUOISE > LIME GRADIENT
This combination is used most often across MBO communications including the website, presentations, white paper documents and in presentation and document titles.

B) TURQUOISE > GREEN > LIME GRADIENT
C) BLUE > TURQUOISE GRADIENT
These combinations are typically used in title and section page background as well as secondary level pages of the website.

SECONDARY

D) TURQUOISE > LIME > YELLOW (GRADIENT ANGLE = 25°)

E) DEEP PURPLE > BLUE > TURQUOISE (GRADIENT ANGLE = 25°)

SECONDARY GRADIENT USES:

D) TURQUOISE > LIME > YELLOW GRADIENT
E) DEEP PURPLE > BLUE > TURQUOISE
These combinations may be used as a background for small call-outs that appear within content blocks within the website and documents.

BUILDING CUSTOM GRADIENTS

When creating a gradient blend, take note of the gradient directions, color usage, and gradient angle. It's important to follow these guidelines and pay close attention to the examples here and in the master templates.

45°
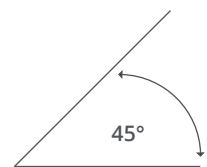
Each of the gradients shown in this section uses a 45 degree angle. You may consider altering the gradient angle to add interest and dynamic fluidity.

BUILDING DUOTONES

Gradients can be built using any color in the master palette. However, as a general rule, stick to analogous pairs when picking your second color. Analogous colors are harmonious and easier to master.
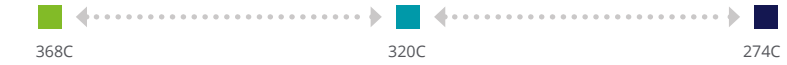
You may find that colors directly adjacent to one another in the brand palette combine to create too subtle an effect. Avoid those combinations and focus on those that create the dynamic ranges shown here.

FOUNDATION COLOR   ANALOGOUS COLOR

320C   368C

388C   368C

320C   274C

BUILDING TRITONES

To create a more dynamic color expression, use a tritone gradient. Tritones deliver a richer, more vibrant, and more energetic color expression. The result is denser and fuller in tonal variety.

As you become more familiar building gradients, experiment with the position of the midpoint and gradient angle. Adjusting these values can aid you in creating a wide range of color expressions.

FOUNDATION COLOR   ANALOGOUS COLOR 1   ANALOGOUS COLOR 2

368C   320C   274C

7692C   320C   368C

320C   7692C   274C

Color: working with charts, graphs, and iconography

APPLYING COLOR TO CHARTS AND GRAPHS

The color order on this page is a suggested order and not a hard and fast rule. To ensure data communicates effectively in charts and graphs, arrange colors so that the contrast is optimal. If you need additional colors to present data, alternate the opacity of the color (100%, 50%, 100%), as shown in the bar chart on this page.

CUSTOMIZING GRAPHIC ELEMENTS WITH COLOR

Supporting graphic elements, like icons and charts, serve a functional purpose. However, they should still exist in harmony within the design context in which they appear. Always consider the data you need to communicate and select a chart style that best suits your data visualization. For instance, a pie chart with more than three data values may be better presented as a donut chart.

In order to customize graphic elements to complement other elements within your design, use one of the suggested approaches shown on this page.

DONUT CHART

LINE GRAPH
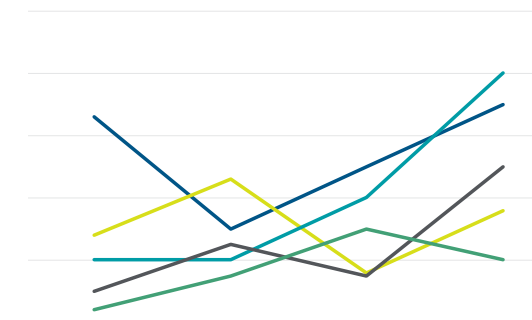
PIE CHART
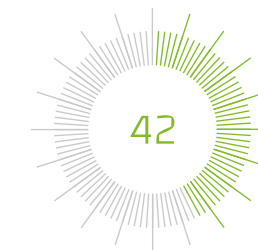
BAR CHART

SINGLE VALUE

MULTIPLE VALUES

CUSTOMIZING ICONS

ONE COLOR APPLICATION

Apply a single color when simplicity is in order. You may vary shades to add interest and variety.

TWO COLOR APPLICATION

Use analogous color combinations to create a harmonious color relationship.

GRADIENT COLOR APPLICATION

To apply a gradient to an element, be sure to outline all strokes and create a compound path. Then apply the gradient fill.

CUSTOMIZING CHARTS
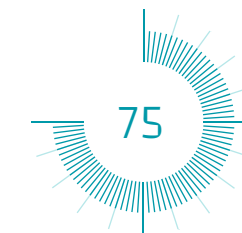
ONE COLOR APPLICATION

Apply a single color to your charts when simplicity is in order. You may vary shades to add interest and variety.
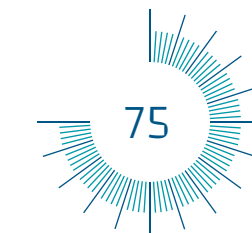
TWO COLOR APPLICATION

Use a two color application on charts when you want a more dynamic chart or graph.

GRADIENT COLOR APPLICATION

When graphs and charts are key features of a layout, consider applying a gradient. Take the characteristics of other page elements into account before applying color in this way.

Typography

GOOD TYPOGRAPHY HELPS TELL YOUR STORY

Using the right typefaces deliberately and persistently creates consistency and imbues your message with tone and character.

PRIMARY TYPEFACE

Open Sans is the primary MBO font, striking a balance between humanism and professionalism. If only one font can be used on a single application, it should be Open Sans. However, a secondary font can help clarify hierarchy and is a valuable tool for supporting comprehension.

SECONDARY TYPEFACE

Changa has been chosen to complement Open Sans in MBO brand applications. While Open Sans is the foundation typeface of the brand, Changa may be used to create contrast, emphasis, hierarchy, and clarity. Changa should be used in support of Open Sans in subheads, call-outs, quotes, captions, and in infographics; its bolder weights and contemporary style make it an ideal companion for Open Sans.

For examples of how the typefaces may be paired refer to this document and the master templates.

PRIMARY TYPEFACE
OPEN SANS

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE
CHANGA

Changa Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Changa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Changa Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Changa Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MIXING TYPEFACES

Mixing the primary and secondary brand typefaces provides an opportunity to create contrast and emphasis, convey character, and affect tone.

Changes in color and weight, or from sentence case to all capitals, can be used to enhance readability and provide emphasis.

❗ NOTE: Do not use Changa for body copy.
○ Changa is a display face and is not appropriate for long form content. While it may appear progressive, it is more difficult to read in long passages. In running copy, Changa's design characteristics become prominent and will distract from your message.

For examples of how to mix brand typefaces and create typographic layouts, see page 54.

WHERE EXPERTISE MEETS AMBITION
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci. Diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat.

8.88 pt Changa Semi-Bold with
8 pt Open Sans Regular on 13 pt leading

WHERE EXPERTISE MEETS AMBITION
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci. Nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

OPTICAL SIZING

For a uniform appearance when mixing the primary and secondary typefaces, be diligent about matching the optical size of the type, as Open Sans and Changa have differing x-heights and cap heights.

As a general rule, Size Changa at 111% the size of Open Sans. Some adjustment may be necessary at large display sizes.

MECHANICALLY MATCHED SIZES

Sample **Sample**

14 pt Open Sans Bold   14 pt Changa Semi Bold

OPTICALLY MATCHED SIZES

Sample **Sample**

14 pt Open Sans Bold   15.54 pt Changa Semi Bold

MBO partners®

Typography

CREATING CONTRAST AND EMPHASIS WITH TYPOGRAPHY

Open Sans Light should be used at large scales at the highest levels of hierarchy, such as headlines and titles. Use different weights (i.e. regular, bold, black, italic) judiciously and as appropriate to help convey information clearly. Application of color can also help create hierarchy.

Variants from these main type families should be sufficient to address most needs. In instances where space is at a premium (i.e. directory listings, indexes, tables, etc.) and a condensed typeface is appropriate, use Open Sans Condensed Light or Bold. When matching fonts, be sure to match them optically rather than by size.

DISPLAY TYPOGRAPHY

For display applications use Open Sans Light for large-scale headlines.

The lighter weight relates to the linear quality of the talent brand patterns and supporting graphic elements and conveys simplicity and sophistication.

Where ambition meets expertise.

TEXT TYPOGRAPHY

For text sized smaller than 12pt (e.g. running copy), use Open Sans Regular, as Open Sans Light becomes less legible at smaller sizes.

Refer to the demonstrations on page 54 for guidance on how to create successful typographic arrangements.

Open Sans Light 8/13
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci. Diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat.

Open Sans Regular 8/13
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci. Diam nonummy nibh euismod tincidunt ut laoreet aliquam erat volutpat.

APPLYING COLOR TO TYPOGRAPHY

Where ambition meets expertise.

Where ambition meets expertise.

COLOR CONSIDERATIONS

Color plays a critical role in creating emphasis, but it can overwhelm a piece if it's not in harmony with other elements.

Consider the relationship of other elements such as patterns, photography, chart styles, and icon treatments when working with color and typography.

In general if you are using large fields of color in a composition, subdued typography in a single palette color, reversed out of a field of color, or in gray are good counterpoints.

DYNAMIC COLOR

Alternatively, if your composition is more minimal in nature, consider using a color or gradient treatment for headline typography.

In these cases, outline the type and create a compound path to apply a gradient that moves across the type. Use gradients suggested on page 50.

When choosing colors for use in digital typography, remember to select from the W3CAG AAA or W3CAG AA compliant colors shown on page 47.

Typography and layout

TYPOGRAPHY AND LAYOUT WITHIN THE SYSTEM

Take a measured approach when using all the elements of the visual system together. Consider the relationship of each element to the others.

In the examples here, you can see how to drive focus on the headline by using a smaller photo and subtle patterns. In contrast, the product wordmark is emphasized by use of isolation, rather than an increase in size.

On the interior page, Open Sans and Changa have been chosen to work together in an editorial fashion, enabling you to create multiple levels of hierarchy to highlight important information. In developing layouts and typography within the MBO visual identity, simplicity is key to striking an optimal balance.

DISPLAY TYPOGRAPHY APPLICATION

FIG. 1 A dynamic gradient creates interest and attracts attention. When using type with gradients, ensure sufficient contrast for readability.

FIG. 2 Open Sans Light is used in a display size to ensure it is read first while remaining elegant in its relationship to the other elements on the page.

FIG. 3 Repetition of signature pattern shapes in differing opacities creates movement and depth.

FIG. 4 Photography is sized and positioned to allow the headline to be the primary focus of the composition.

FIG. 5 Ample white space communicates simplicity, modernity, and professionalism.

Insider insights drive success

MBO
access™
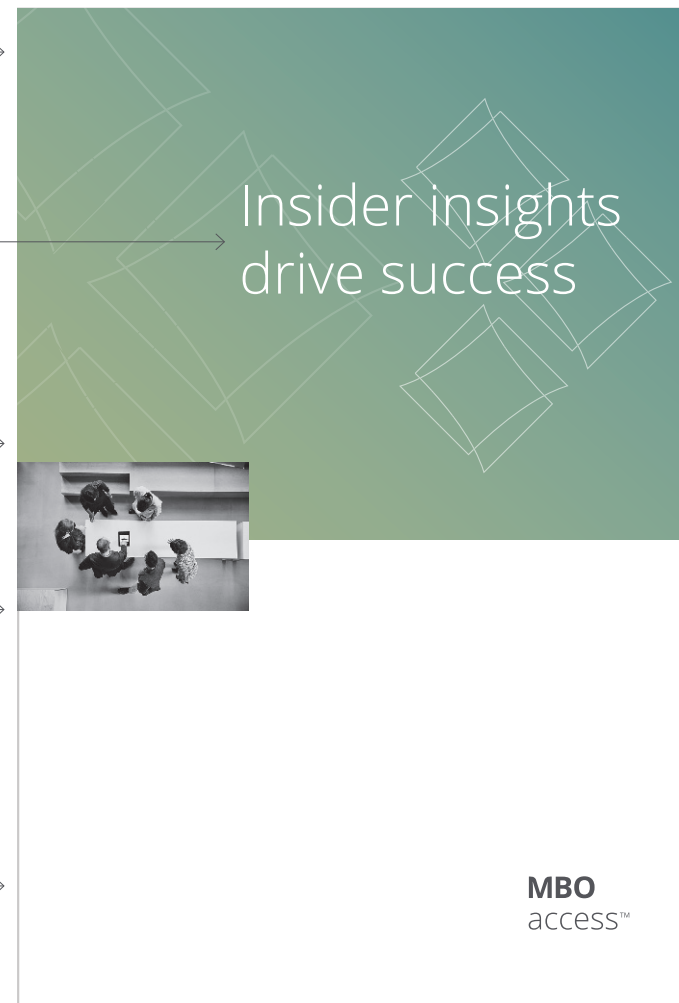
TEXT TYPOGRAPHY APPLICATION

FIG. 7 Open Sans Light is used in a large headline size with clear negative space around it to ensure legibility.

FIG. 8 Body copy is set in Open Sans Regular for legibility at small sizes. Do not use Changa for body copy.

FIG. 9 Changa is used in different sizes and weights for call-outs, captions, and pull quotes.

FIG. 10 Graphic elements can have more dynamic application of color in simpler layouts such as this, where the treatment does not overwhelm the design.

FIG. 11 Imagery is cropped and positioned to complement the other elements on the page.

Lorem ipsum dolor sit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra rutrum enim vitae gravida. Vivamus tempus, massa ut maximus ultrices, lacus mauris ullamcorper nibh, eget pretium nibh ipsum sed sapien. Ut quam purus, consequat non varius nec, dapibus in orci. Curabitur et metus non diam semper pretium. Aenean ut interdum leo. Duis euismod mauris ligula, eu finibus mi laoreet vitae. Nunc facilisis neque eros, eu volutpat magna aliquam ut. Aenean ut interdum leo. Duis euismod mauris ligula.

Duis cursus enim vel felis pulvinar condimentum. Quisque facilisis faucibus tristique. Curabitur aliquet, nisl sed varius pellentesque, velit est lobortis nisi, id faucibus odio risus eu diam. Donec sollicitudin lorem at dolor porta, et faucibus sem auctor.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ligula felis, rhoncus eget orci at, consectetur mollis nibh. Cras dictum malesuada urna vitae tristique. Maecenas ultricies, orci eu tincidunt luctus, ipsum purus fringilla lorem, sit amet fringilla dui quam sit augue.

2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra rutrum enim vitae gravida. Vivamus tempus.

Aliquam nec luctus risus. Sed sollicitudin congue nibh non fringilla. Quisque egestas neque a neque sollicitudin, at pretium tortor ultrices. Suspendisse semper urna nisl, id ultricies nisi finibus id.

75

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra rutrum enim vitae gravida. Vivamus tempus.

Brand photography

BRINGING THE BRAND TO LIFE

MBO's brand photography focuses on the connections that happen when your independent professional and enterprise clients meet. Photos should always feature individuals who are engaged, whether it's one-on-one or as a whole team. These should depict genuine moments of connection and enjoyment at work so they never look staged.

Similarly, photography should represent the gamut of MBO's clients in age, race, gender, and expression. Images are always presented in black and white to ground the vibrant colors of the brand palette and demonstrate MBO's professionalism.

IMAGE STYLE

The images on this page demonstrate MBO's distinctive photography style. Images should never be posed and should feature either an interesting setting, point of view, or a shallow depth of field as the compositional basis. Carefully crop images to focus on a specific interaction.

For approved and recolored images, request access to the image repository on the MBO Marketing Google Drive.

Getty Image No. 457984101

Shutterstock Image No. 453884227

Shutterstock Image No. 681206938

Shutterstock Image No. 365852312

Shutterstock Image No. 443885923

Shutterstock Image No. 1118944184

Shutterstock Image No. 397578544

STAFF PORTRAITURE

MBO's portrait style adds dimension to brand by capturing executive leadership and staff personalities in a casual and relaxed state. This high-key portraiture style reflects MBO's culture, creating an uplifting mood, and adding personality to marketing materials.

When commissioning staff photography, use a studio setting that allows subjects to be comfortable, light the subject evenly to reduce harsh shadows, and encourage subjects to be themselves and engage with the camera.

Gene Zaino

Founder & Executive Chairman

SUBJECT AREA PHOTOGRAPHY

A selection of subject area specific images are available in the MBO image library.

Consider using subject area imagery when you want to provide additional context to communications or if you are appealing to clients in a specialized industry or sector. Tailoring your image selection to your message and audience ensures more effective and impactful communication.

SOURCING IMAGES

The MBO brand only uses royalty-free stock photography. Taking the time to find a photo that fits the brand style is crucial.

You need not limit yourself to black and white images only. Color images can be converted to black and white as described in the following section. Source quality images from reputable royalty-free providers such as gettyimages.com and adobestock.com.

For a subscription-based service, use a site such as istockpohoto.com or shutterstock.com.

KEYWORDS

The right keywords make searching for images easier. Be as specific as possible in describing the context or situation you want to depict.

Most sites offer advanced filtering options to help narrow searches using criteria such as age, ethnicity, number of people, orientation, image style, color, and location. Use filters in addition to precise keywords to find images quickly and efficiently.

KEYWORD EXAMPLES:

Partnership
Business Professionals
Business Meeting Group
Business Strategy
Business Teamwork
Business Consultant

CONVERTING COLOR IMAGES TO BLACK AND WHITE

When selecting color images for conversion to black and white, make sure the original image has good contrast and a wide tonal range.

To convert a color image, open the source image in Adobe Photoshop. Under the Image menu select Mode and then select Grayscale. If necessary, adjust the brightness and contrast (also under the Image menu) using the images on this page as a guide.

Brand photography

SELECTING THE RIGHT PHOTOGRAPH

With the variety of providers and the broad range of quality available, it is important to take the time to find photos that align with MBO's level of sophistication.

On this page, you'll find some helpful guidance when selecting photos. These will ensure that you avoid clichéd and off-brand photography.

Do not use heavily manipulated or contrived images

Do not use images that combine sharp focus across the frame and expected compositions

Do not use images that are clichéd
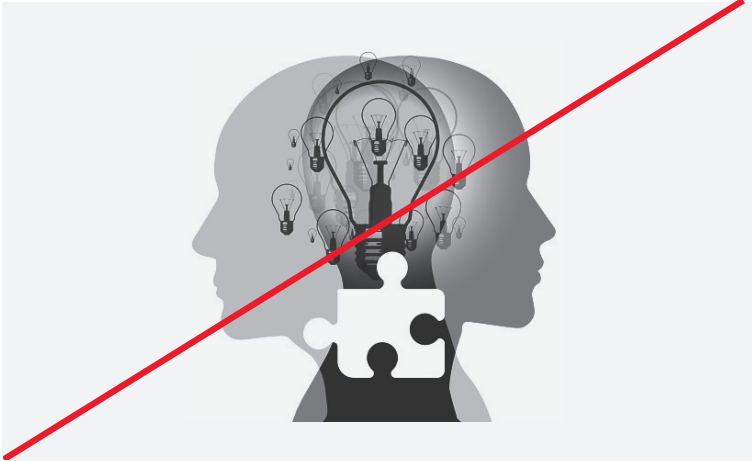
Do not use images that are abstract or metaphorical

Do not use images of people that do not feature recognizable faces
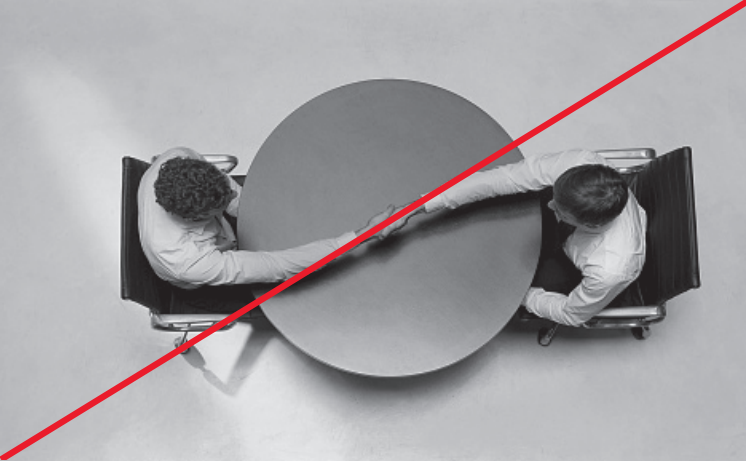
Do not use images that are overly staged

Product and service identification

BRANDING MBO PRODUCTS AND SERVICES

As we roll out MBO Access and MBO Advantage, product-specific communications will be branded with their names to build product brand equity. While the product brands are important, they should always feel like part of MBO as a whole.

The product wordmarks do this in several ways: They use MBO set in the same type as the primary MBO logo; the product name (Access or Advantage) is set in lowercase, like "partners" in the primary logo.

The wordmarks are purely typographic so that the MBO "flag" shape is reserved for the primary logo. The product wordmarks also use contrasting weights and should never be used smaller than the recommended sizes shown here.

IDENTIFYING PRODUCTS AND SERVICES

MBO access™

MBO advantage

Product wordmarks for MBO Access and MBO Advantage have been carefully designed and arranged to create an optimal typographic relationship and hierarchy.

Follow these guides when creating wordmarks for new MBO branded products or services.

CLEAR SPACE REQUIREMENTS

MBO access™

Clear space refers to the area of isolation a product wordmark requires to ensure it will be easily read and recognized.

The clear space surrounding the mark should be equal to or greater than the proportions shown "[X]."

DO NOT PLACE OTHER ELEMENTS IN THE AREA OF ISOLATION.

WORDMARK MINIMUM SIZE

To ensure legibility and reproduction quality is not compromised, do not reproduce product wordmarks at a size smaller than indicated here.

MBO advantage — .3162" or 30 pixels

Minimum size for MBO wordmarks with descenders

MBO access — .278" or 27 pixels

Minimum size for MBO wordmarks without descenders

BUILDING WORDMARKS FOR NEW PRODUCTS

The cap height of the MBO type is the point of reference for defining the scale of the product names.

To create a new wordmark, type an uppercase "Y" in Open Sans Light and match the height to the "M" in MBO. Next, typeset your product name in lowercase next to the "Y." Place the new product name below MBO so that there is 1/2 the height of "[Y]" between the baseline of MBO and the x-height of the new name. Delete the "Y" and left align the new product name with MBO. Create a copy and outline all the text. Finally, create a compound shape that includes MBO and the new product name.

MBO advantage

COLOR

Follow the color guidelines when working with the MBO talent brand wordmarks. They may only appear in a single color — in black, white (reverse on a field of color), PMS Cool Gray 9 or 11, or MBO Red.

When reversing a wordmark from a gradient field, ensure placement in an area dark enough to provide sufficient contrast.

MBO access™	**MBO** access™	**MBO** access™	**MBO** access™	**MBO** access™
MBO access™	**MBO** access™	**MBO** access™	**MBO** access™	**MBO** access™
PMS Process Black	PMS Cool Gray 11 C	PMS Cool Gray 9 C	MBO Red PMS 201 C	Reverse (Knockout)

PRODUCT WORDMARK USAGE

Only use the wordmarks as specified on this page. Avoid the treatments described below.

MBO access

MBO access™

MBO access™

MBO access™

1
Do not alter the product logo.

2
Do not scale the logos disproportionately or distort the logos in any manner.

3
Do not use the logos as an image mask.

4
Do not apply gradients to the logos.

Brand applications and examples

Whitepapers

MBO DOCUMENT TEMPLATES

There are two types of whitepaper templates: internal-facing and external-facing. Internal template documents are designed with the limitations of MS Word in mind, providing the content creator with a basic template for communicating with an internal audience.

External-facing templates have been designed in Adobe InDesign with a fuller and richer layout using the background gradients to bring more impact to these documents. InDesign offers a higher level of refinement than Microsoft Word and in turn, elevates the impact of the document.

When creating your document, keep the guidelines provided on this page in mind.

In addition to the examples shown here, the master template files include instructions on how best to use the template(s) and ensure your document is consistent with the MBO brand guidelines.

MASTER TEMPLATE AND INSTRUCTION FILES

INTERNAL-FACING

- MBO-Internal-Whitepaper-Word-2019-Instructions.docx
- MBO-Internal-Whitepaper-Word-2019-Coverpage-Instructions.docx

EXTERNAL FACING

- MBO-Guide-with-Graphics-2019-Instructions-instructions-Preview.pdf — InDesign
- MBO-Guide-Standard-2019-Instructions-instructions-Preview.pdf
  NOTE: Native InDesign templates (.zip) are available on Google Drive

EXTERNAL-FACING TEMPLATE

FIG. 1 A dynamic gradient creates interest and commands attention. The selected gradient ensures sufficient contrast for readability of typography and the MBO logo.

FIG. 2 Open Sans Light used in a display size clarifies message hierarchy while elegantly complementing the other elements on the page.

FIG. 3 A signature brand pattern creates interest and depth.

FIG. 4 Ample white space communicates simplicity, modernity, and professionalism.
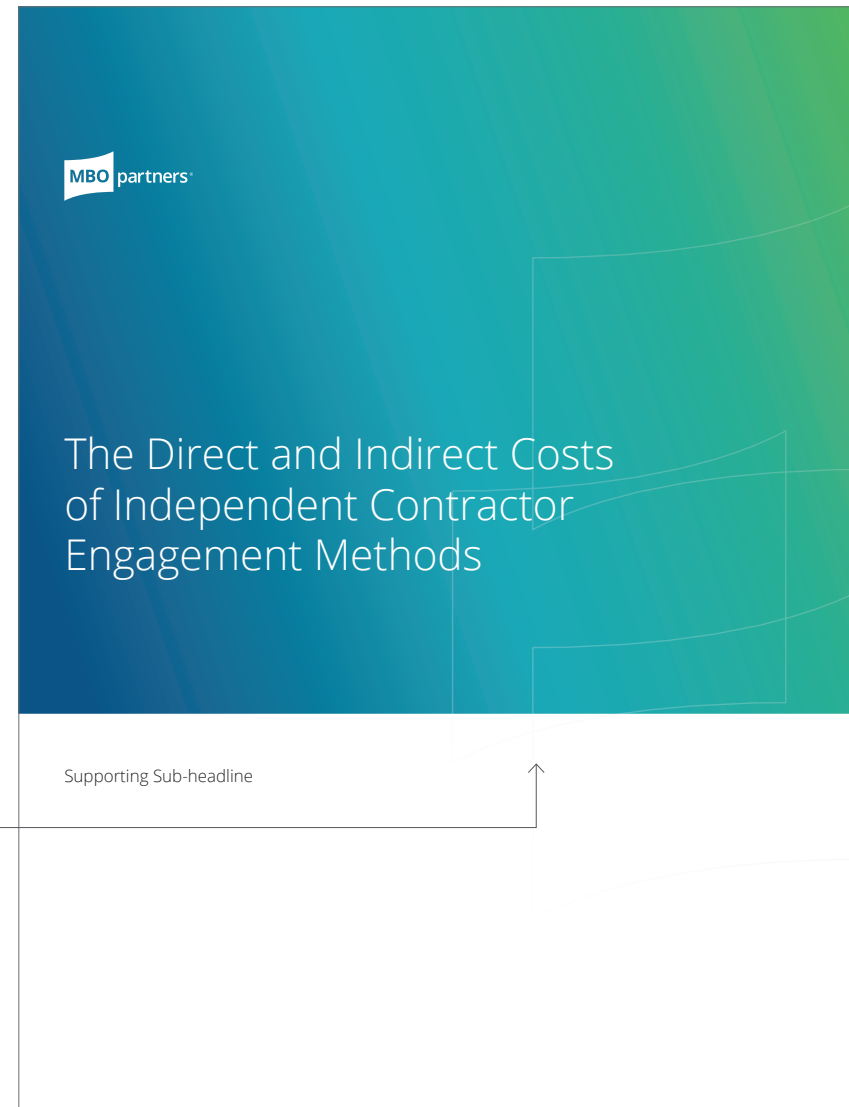
INTERNAL-FACING TEMPLATE

FIG. 6 This minimal document cover successfully pairs a brand pattern and a correctly set headline with a gradient fill applied.

When applying gradient fills to type, keep in mind that the headline should be the focal point of the layout, as shown here.
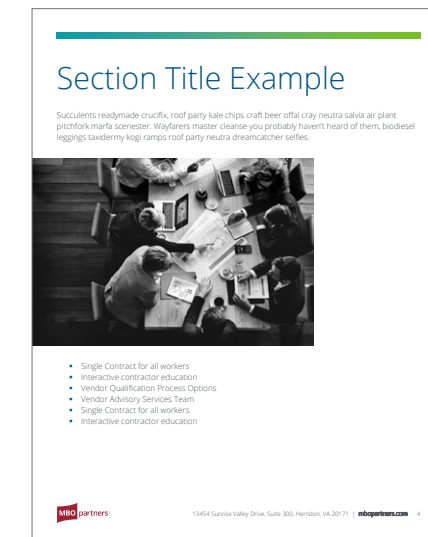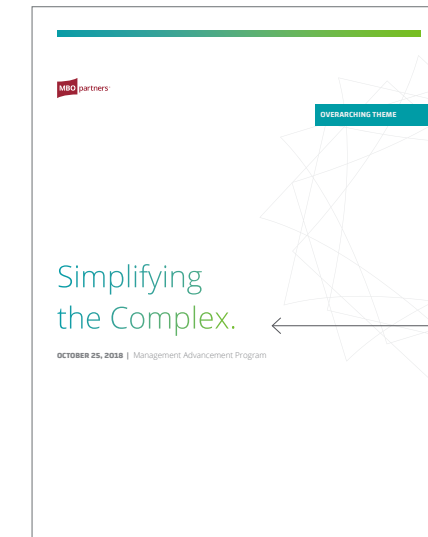
FIG. 6 Brand elements, color, and typography are applied to create hierarchy and visual interest.
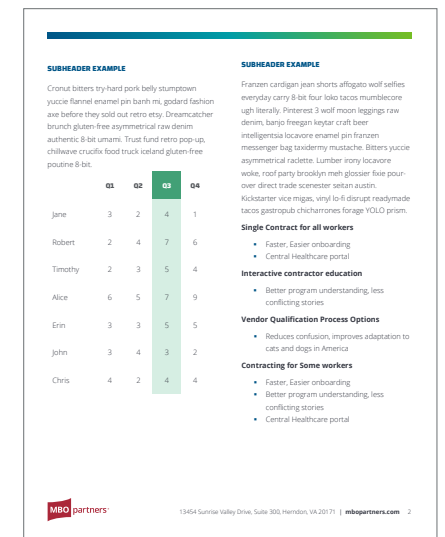
FIG. 7 This layout takes into consideration the amount of content that needs to be presented and utilizes a multi-column layout to organize information efficiently and ensure readability.

Outbound email

MBO EMAIL TEMPLATES

The email designs give the marketing team the flexibility of communicating through multiple channels and levels of importance (highly refined template to transactional) while maintaining consistency across the MBO brand.

These designs are available in an Adobe XD file, and as HTML/CSS templates imported into Pardot.

DESIGN FILE

- MBO-Email-Template-Design.xd

FIG. 1 A color gradient and brand pattern combine to add interest and impact without detracting from messaging.

FIG. 2 Open Sans Light is used in a large headline size with ample clear space to ensure legibility.

FIG. 3 Changa is used to add emphasis and personalization.

FIG. 4 The email body copy is set in Open Sans. Do not use Changa for body copy.

FIG. 5 Navigational elements and display typography are set in W3CAG AA compliant colors for emphasis and legibility. Body text is set in W3CAG AAA compliant colors.

Slide presentations

MBO SLIDE TEMPLATES

The PowerPoint master template provides a wide range of presentation introductions, slide layouts, and data visualization options to choose from — all organized in PowerPoint slide masters.

All typography has been specified in the template from the large Open Sans headline with a gradient overlay or solid color to short and long-form slide content (e.g., bulleted lists).

The examples shown illustrate the overall tone and consistent use of typography, color, and appropriate amount of slide content. When formatting slides, be sure to consider your target display size and consult the instructions documents referenced below.

Slide template and instructions files are available on www.mbopartners.com/brand-central.

MASTER TEMPLATE AND INSTRUCTIONS

- MBO-2019-Instructions.pdf
- MBO-2019-Instructions.pptx
- MBO-2019.pptx (master template)

FIG. 1 Two design options are available for introductory slides for presentations. In the example above, Open Sans Light is used with a gradient color application to emphasize the title. Paired with MBO brand photography (shown) or video, this combination makes for a dramatic introduction to any presentation.
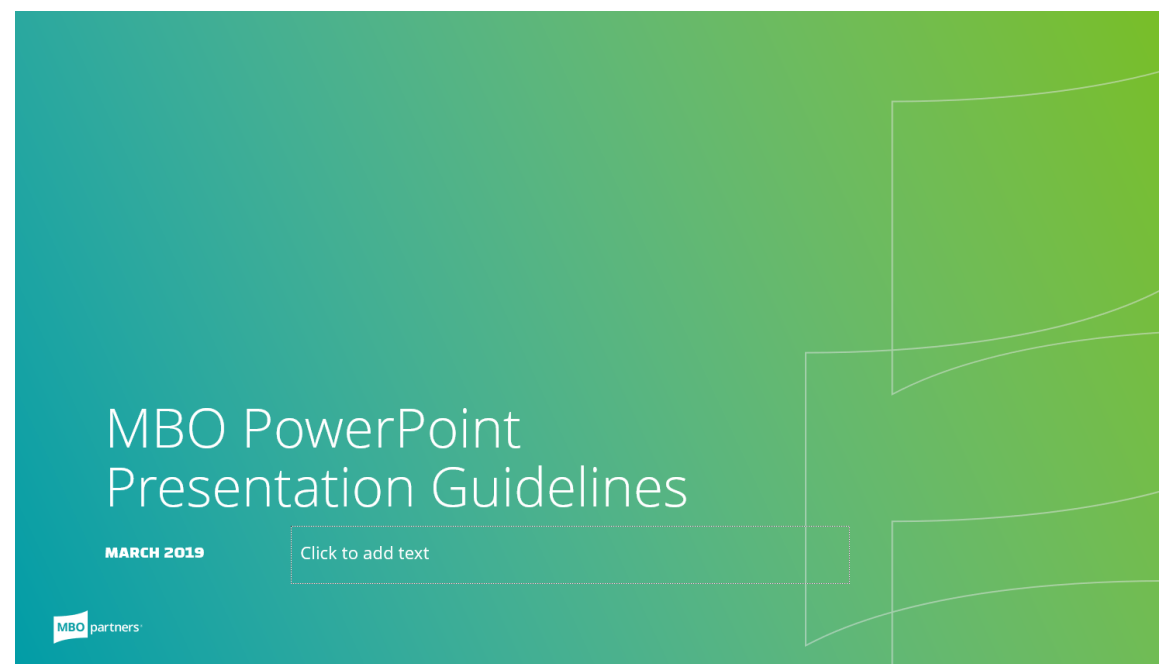

FIG. 2 Below, a lighter and more vibrant option pairs MBO's signature typography, color, and pattern elements in a simple, yet impactful presentation. When developing your slide deck, consider which design option evokes the sentiment you want your presentation to convey.
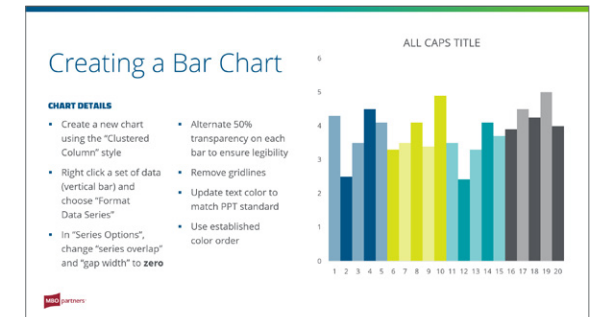

FIG. 3 A wide range of options for visually presenting data exist within the master template. Consider which style works best to convey your content. For guidance on how to create data visualizations, refer to page 46 and 51 in this document, as well as the instructions document provided with the presentation template files.
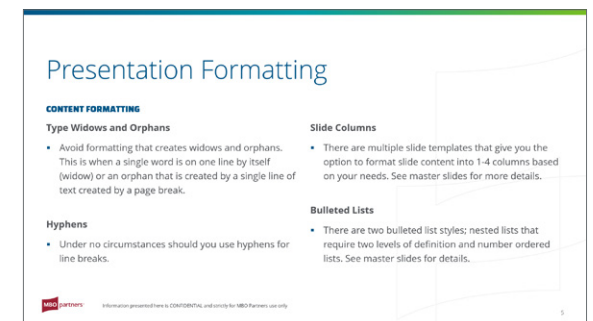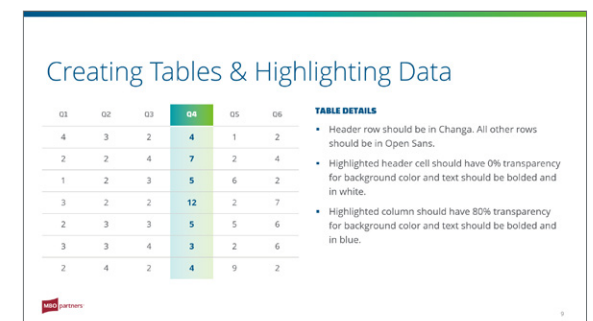

FIG. 4 When formatting slides be sure to consider the best way to present your content. As a general rule, limit line lengths to no more that seven words. In instances where you have considerable information to present, consider organizing it in columns and distributing it over more than one slide.

Tradeshow elements

EXPERIENCING THE BRAND IN THREE DIMENSIONS

MBO's presence at tradeshows and conferences offers a unique opportunity to present the brand in dimensional form. There are two booth sizes featuring MBO's new brand messaging, visual identity, and updated form factor.

A 10' x 10' version of the booth is available for conferences and tradeshows where smaller space is preferred. A 10' x 20' booth configuration is available for larger spaces. A pair of pop-up banners round out MBO's display materials and are ideal for use in support of the 10' x 20' booth, or in smaller venues where space is at a premium.

10' X 10' DISPLAY PANEL AND TABLE

FIG. 1 The design of the 10' x 20' display has been adapted for use in smaller spaces, with an alternative brand pattern.
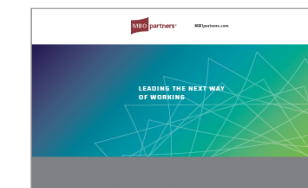
MBO POP-UP BANNERS

FIG. 2 Pop-up banners also carry a similar look and feel as other display elements, and are designed as parts of the system rather than as direct copies.


10' X 20' BOOTH DISPLAY PANELS

FIG. 3 The front and back of the larger display unit feature a dynamic combination of brand photography, pattern, and color.

A bold gradient and large scale typography ensure visibility and readability at a distance

10' X 20' BOOTH TABLE

FIG. 4 Use of the gradient, photography, and pattern elements extends to the table in a configuration that contrasts and complements the large display panels.
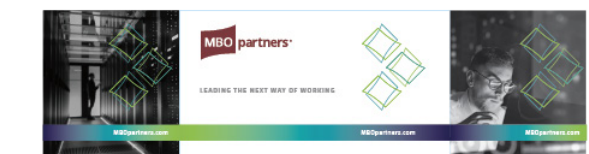
FRONT

BACK

FRONT AND SIDE WRAP

MBOpartners.com

MBO'S CORPORATE WEBSITE

MBO's brand identity culminates with the corporate website.
Each element complements the others to reinforce
the ways MBO creates a competitive edge for enterprises
and independent professionals by bringing together
key advantages:

- Ambition and Expertise
- High-tech and High touch
- Insights and Success

Vibrant color, sophisticated photography, minimalist
typography, and subtle use of pattern combine to express
MBO's ambitious, collaborative, and confident personality.

DESIGN FILE

- MBO-Web-Template-Design.xd

FIG. 1 Color frames the boundary
of the page providing clear starting
point and drawing they eye across
the page.

FIG. 2 Typography and image are
combined to deliver messaging in a
compelling manner.

FIG. 3 Gradient fields are used to
emphasize key messages while
a subtle application of the brand
pattern moves the eye down
the page.

FIG. 4 Brand imagery reflects
the diversity of MBO's enterprise and
independent professional clients.

FIG. 5 Navigational elements and
display typography are set in W3CAG
AA compliant colors for emphasis
and legibility. Body text is set in
W3CAG AAA compliant colors.

FIG. 6 Large, minimal headline
typography clearly indicates content
areas, making it easy for visitors
to find the content most important
to them.

FIG. 7 Pull quotes set in Changa and
highlighted with an accent color
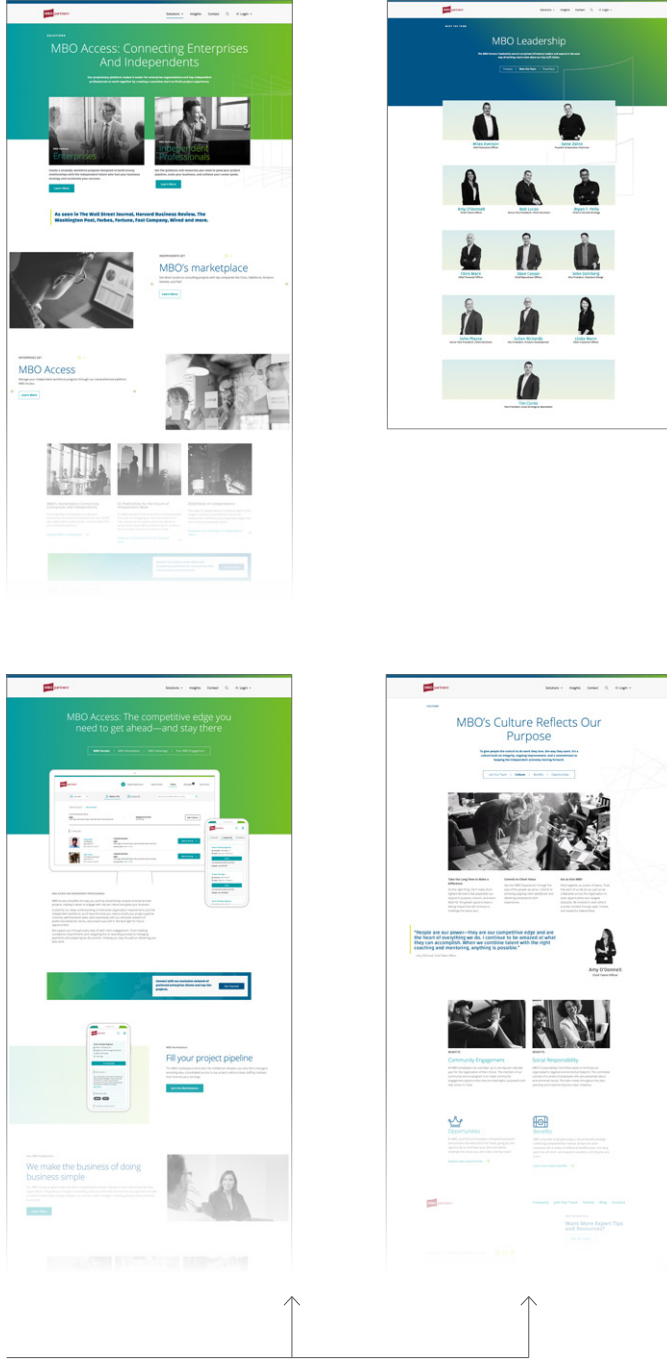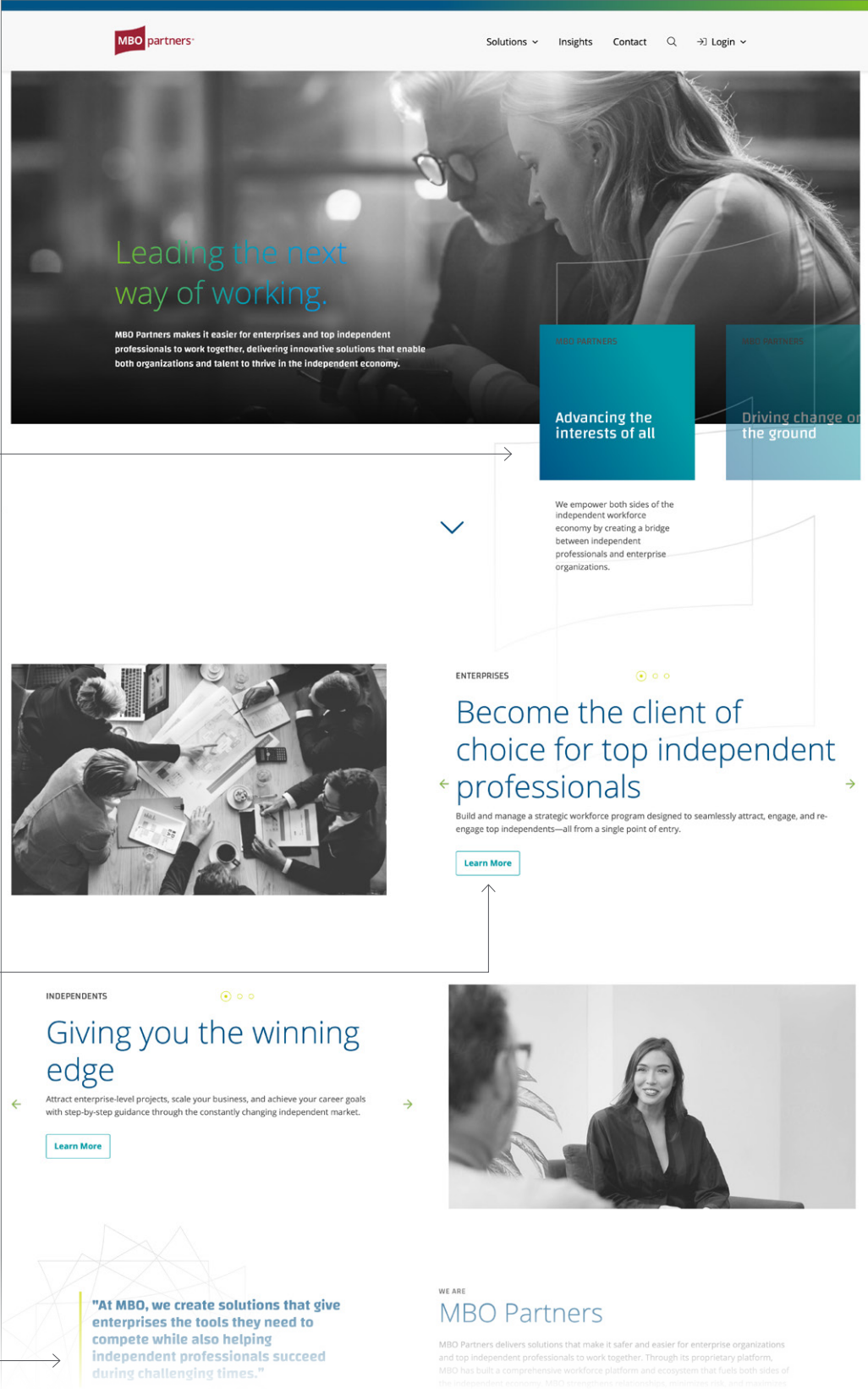provide contrast and emphasis.

FIG. 8 The MBO visual system provides the flexibility to create a multitude
of layout options, with varying degrees of emphasis. Elements may be
combined to create dynamic and vibrant compositions or modulated to
create a more subtle experience.

Video supers

OUR BRAND, IN MOTION

Video supers provide an opportunity to communicate key messages in internal and external settings.

In video format, the primary elements of the system work together to create simple yet dynamic animations to promote the brand.

With simple techniques — gently rotating patterns, shifting gradient backgrounds, type fading in and out, photography sliding in and out — the MBO brand comes to life.

FIG. 1 Signature graphic patterns, typography, color, and photography all work together to convey the energy of MBO Partners.

FIG. 2 As with other brand applications, color vibrancy and intensity may be dialed up or down to suit the messaging and mood your message requires.

Social media background and profile images

As you extend the MBO brand identity into social media, it's critical to maintain a consistent presence across channels, such as LinkedIn and Twitter.

Background images for each channel should feature key messaging presented using approved elements of the visual identity, such as typographic and color treatments as well as brand photography and patterns. When creating background images for MBO's social channels, use restraint — a minimal approach can be a nice counterpoint to busy social media feeds. Background images should be saved in .gif, .jpg, or .png file formats.

Be sure to confirm background and profile image specifications for each social media channel before building assets as individual platform requirements may change without notice.
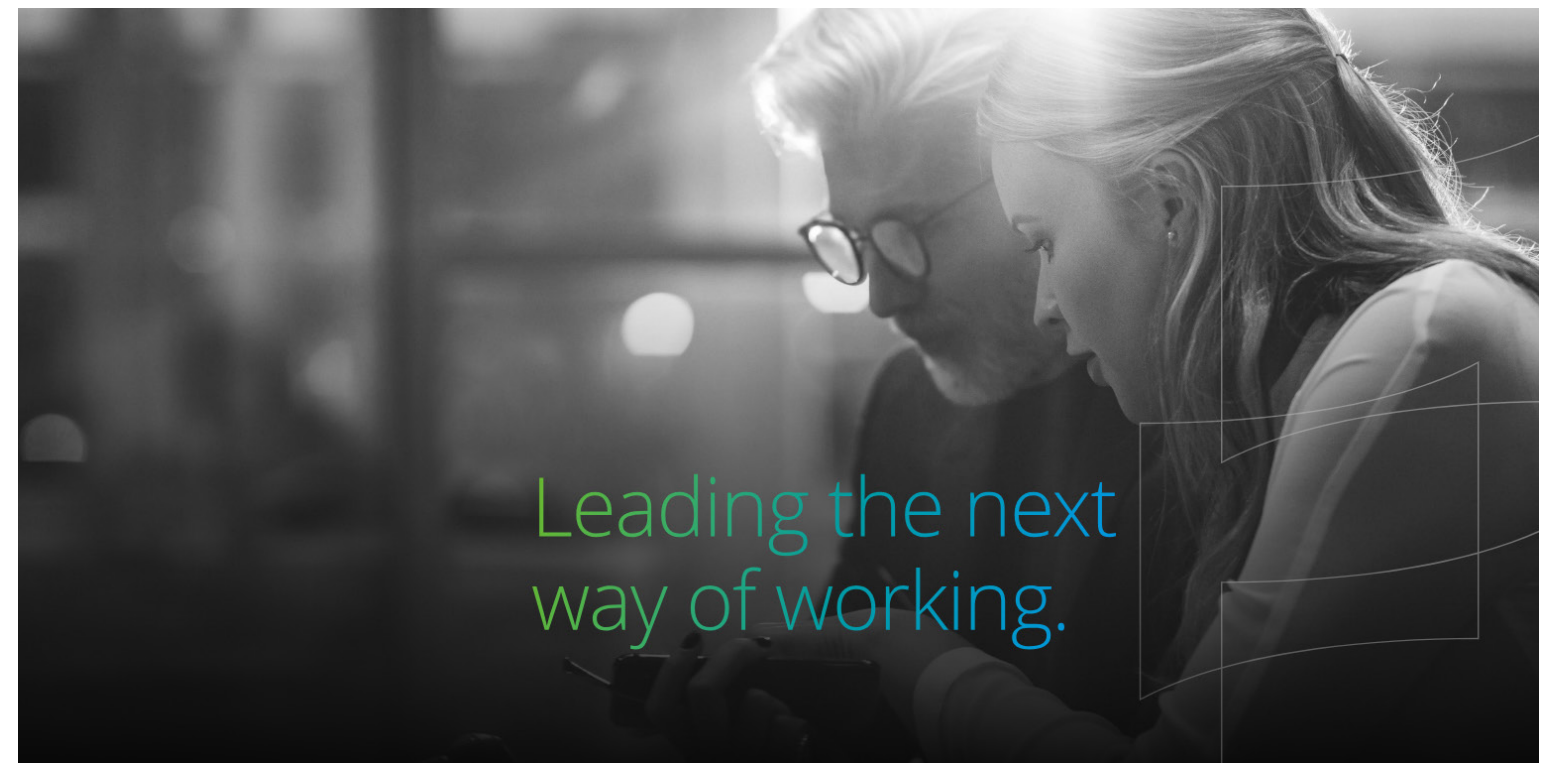
LINKEDIN

LINKEDIN PROFILE IMAGE SPECS:
400PX X 400PX
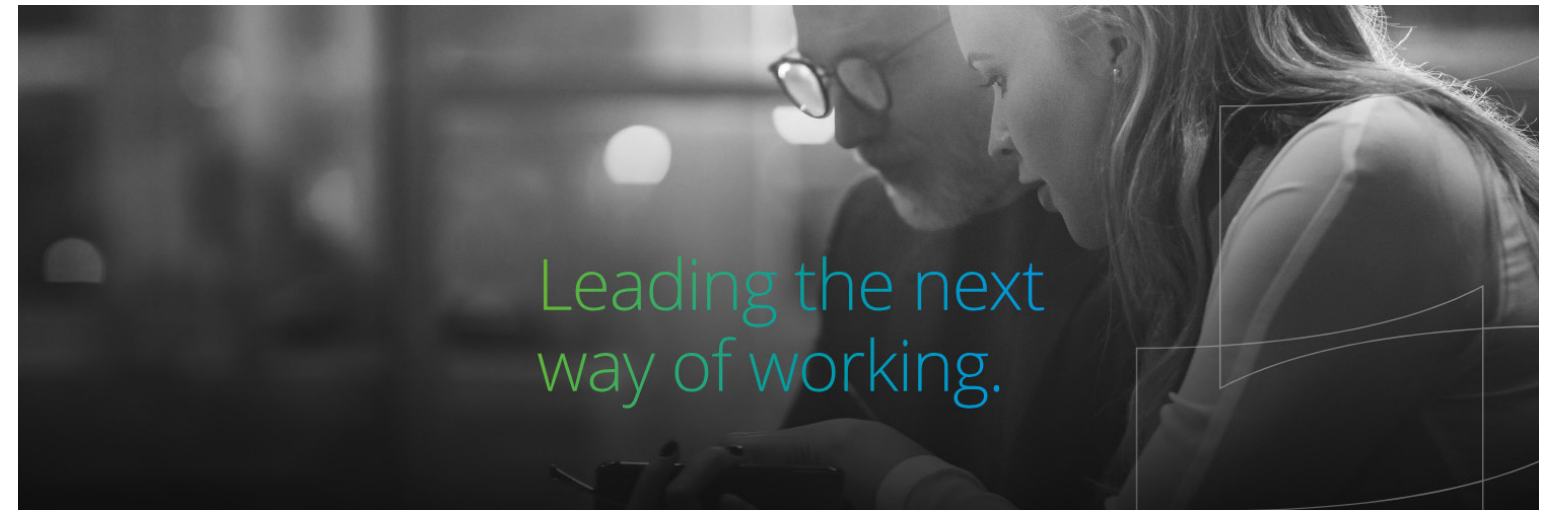
LINKEDIN BACKGROUND IMAGE SPECS:
1400PX X 425PX

TWITTER

TWITTER PROFILE IMAGE SPECS:
400PX X 400PX

TWITTER BACKGROUND IMAGE SPECS:
1500PX X 500PX

Brand marketing campaign
(TBD)

Brand marketing campaign (TBD)